

08 DODGE RAM



GRAB LIFE  
  
DODGE

LOOK AT DODGE RAM, AND IT HITS YOU LIKE THE SEVERAL TONS OF BRICKS YOU'RE CARRYING: QUALITY IN RAM IS MEASURED BY ITS OWN QUALITIES. LIKE DEPENDABILITY THAT STARTS WITH A PUNISHING REGIMENT OF PREPRODUCTION TESTING. LIKE LONGEVITY YOU SENSE DURING YOUR FIRST TEST-DRIVE — AND WHICH YOU MIGHT MEASURE OVER THE NEXT FEW DECADES. TODAY, DODGE RAM QUALITY RANGES FROM THE ALL-NEW 4500 AND 5500 CHASSIS CABS TO THE FAVORITE: RAM 1500 QUAD CAB.® THESE ARE THE LONGEST-LASTING,\* MOST DURABLE† LINE OF FULL-SIZE PICKUPS. THIS IS QUALITY IN MOTION — ON THE JOB, STREET, OR TRAIL. THIS IS '08 DODGE RAM.

\*Based on R.L. Polk & Co. Vehicles in Operation registration statistics CY 1987-2006.

†Durability based on longevity.



Properly secure all cargo.

## YOU'RE LOOKING FOR A PICKUP WITH EVERYTHING. YOU'RE LOOKING IN THE RIGHT PLACE. RAM.

The more you look into '08 Dodge Ram, the more you realize: there's much more here than meets the eye. After all, this family of pickups is known for legendary power, reliability and durability. Other truck manufacturers simply don't subject their vehicles to this degree of rigorous testing — and they wouldn't dare produce a pickup as commanding as Power Wagon.® Keep looking, and you'll see that the quality of Dodge Ram is what makes it the leader.

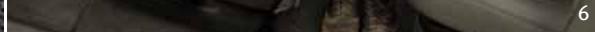


Ram 1500 Quad Cab Big Horn 4x4 in Sunburst Orange.

## DODGE RAM 1500 QUAD CAB. GO BEYOND ITS STUNNING PRESENCE. IN FACT, GO WAY BEYOND.

The stand-apart styling of Dodge Ram 1500 Quad Cab models — that bold, pushed-out front end, signature crosshair grille, and muscular stance — works like a magnet on the eye. Power? The available HEMI® V8 features the brilliantly innovative Multi-Displacement System\* (MDS) — and all but attacks the competition as they struggle to improve their trucks' mileage. Comfort? From leather-trimmed Laramie interiors to YES Essentials®† stain-resistant, odor-resistant, antistatic seat fabrics to top-notch navigation systems, we've got it covered. Want more? Head over to [dodge.com/ram/1500](http://dodge.com/ram/1500)

\*Available on 1500 Regular and Quad Cab models. 13 city to 18 highway, EPA est. mpg with MDS. Results depend on driving habits and conditions. †Not compatible with aftermarket fabric-protecting coatings.



## 1 GRAB THE SPORTING LIFE

Score big. Ram 1500 models with the Sport Group — Regular Cab and Quad Cab® — put every point in your favor. Like the available 5.7-liter HEMI® V8 with MDS.\* On 4x4 models, electric-shift transfer case. Front bucket seats. Authoritative, 20-inch wheels and tires. Options include UConnect® Hands-Free Communication System, antispin differential, full-screen NAV radio, AM/FM/MP3/stereo, power sunroof, and more. Authentic Dodge Accessories by Mopar, like the Fiberglass Tonneau Cover shown to the left, are also available. See the accessories pages in back for more information.

## 2 INSIDER INFORMATION

Interior of 1500 Quad Cab with Sport Group is a Ram exclusive: cloth-trimmed low-back bucket seats with adjustable head restraints, or available two-tone leather-trimmed front bucket seats.

## 3 THE ULTIMATE HEAD ROOM

Open the available power sunroof (with a one-touch button), and you've got unlimited air space.

## 4 THE RADIO YOU WATCH

Convenience at your service. The available navigation system radio in Dodge Ram encompasses a wide range of benefits, including SIRIUS® Satellite Radio.† SIRIUS Satellite Radio delivers over 130 channels, including 100% commercial-free music, sports, news, talk, entertainment, traffic and weather. Factory-installed SIRIUS Satellite Radio includes a one-year subscription. For more information, go to [sirius.com](http://sirius.com).

## 5 YES ESSENTIALS®‡ IS A MUST

It's a clean look. Cloth seats for all Dodge Ram models feature YES® Essentials stain-resistant, odor-resistant, antistatic seat fabric. Technology this good seldom spills over.

## 6 PLAY THESE NUMBERS. YOU'LL WIN

The versatility of Ram Quad Cab includes front seats that split in 40/20/40 configurations for flexibility in hauling, a folding center seat that becomes an armrest or writing surface — and the best number of all: 121.6 cubic feet. That's best-in-class§ when it comes to interior volume.

\*Available on 1500 Regular and Quad Cab models. 13 city/18 highway, EPA est. mpg with MDS. Results depend on driving habits and conditions. †SIRIUS and the SIRIUS dog logo are registered trademarks of SIRIUS Satellite Radio Inc. All other trademarks, service marks and logos are the property of their respective owners. For full terms and conditions, visit [sirius.com](http://sirius.com). Prices and programming are subject to change. Not available in AK and HI. \*Not compatible with aftermarket fabric-protecting coatings. §Based on full-size extended cab pickups.



## LENGTHY, TORTUOUS TRIALS. UNJUST PUNISHMENT. ALL BECAUSE WE DO THINGS RIGHT.

Our engineers call them "events." They represent everything you'd never do to your Dodge Ram. And we do them, over and over, on a schedule that runs nonstop, 24/7. The testing that eventually ensures Ram quality means going to the extremest of extremes. With apologies to the fine people of Baja, we've recreated the worst road we found there; our drivers run Rams in compressed time frames to equal 150,000 customer-equivalent miles — our minimum benchmark. *That's one event. We have many more.* Others? Load up a Ram at maximum GCWR — up to 24,000 lb — and tow it for a few thousand hours. Drive a few dozen Rams into walls, ditches, water-filled pits. Such brutality is sickening — literally: it's so jarring that test drivers are regulated to a limited time behind the wheel.

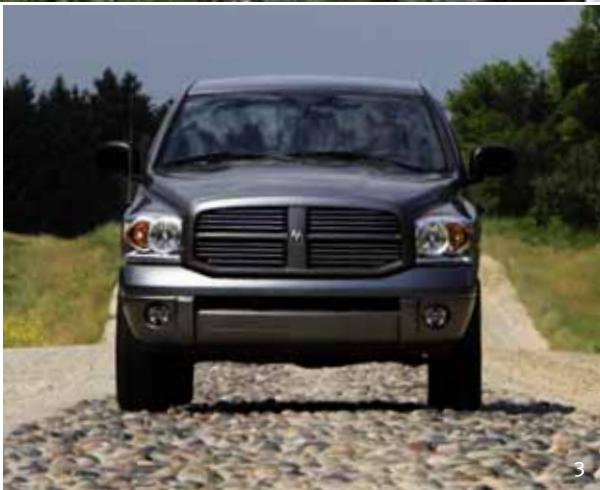
### THE BATHS: CORROSION AND ELECTRICAL PROTECTION

Think of it as a treatment to improve the long-term health of your Ram. The baths — both fresh and saltwater — take corrosion and water intrusion testing to the extreme. Because we test on a near-daily basis, we're able to offer some of the best corrosion protection in the business. Simultaneously, we're able to test the wiring, connections, boxes and terminals, ensuring tight, protective fits and wires and cables that stand the test of time.



#### WHEN IT COMES TO QUALITY, WE'RE DRIVEN.

Our events cover all components and systems. The reasoning behind such comprehensive testing is as unexpected as the brutality of the events themselves. Instead of starting with a method to test Ram at the limits of performance, we start by considering all the various drivers and uses of a Ram pickup in everyday life — and then we design events to test that usage to the extreme. So when you're on gravel, cobblestones, or serpentine mountainous roads, know that we've been there. When you're towing a trailer uphill, know that we've done that. Time after time. For more, visit us at [dodge.com/ram/durability](http://dodge.com/ram/durability)



#### 1 THE STEPPED HILL CLIMB: SUSPENSION, STEERING, DRIVETRAIN

You'll probably never take on a road this tough, but if you do — we've already been there. Engine, transmission, steering components and all suspension elements are subject to treatment sympathetically described as "brutal." This is a Power Wagon exclusive event.

#### 2 CROSSING THE RUBICON: THE MOST SEVERE OFF-ROAD CAPABILITIES

Yes, the boulders are a replica of the Rubicon Trail in central California. And yes, we'll put a Ram Power Wagon® on it day after day, to test it all: brakes, transmission, transfer cases and axles, along with all ancillary components, including shocks and skid plates.

#### 3 COBBLESTONE PATH: SUSPENSION AND DURABILITY

One of the many events used to continuously improve the quality and longevity of Ram: a series of random and uneven surfaces. By compressing the testing, we can achieve the customer equivalent of 150,000 miles on these surfaces; it's ideal for tuning a suspension to critical tolerances.

#### 4 MAKING THE GRADE: TRANSMISSION AND TOWING, UNDER A CRITICAL LOAD

We expect you to be pulling a fully loaded trailer uphill in your Dodge Ram — which makes our mountain testing crucial to performance to refine the towing and hauling capabilities of all Ram pickups.

RAM QUALITY. ABOVE ALL, IT PROMISES TO BE COMPLETELY UNCOMPROMISED.



Dodge Ram 1500 Quad Cab® 4x4 with available HEMI® V8.

#### 1 SPECIALIZED ENGINE RADIATOR

The design for Dodge Ram separates the engine radiator from the transmission cooler — which translates into lower operating temperatures and maximum cooling during heavy towing.

#### 2 SEPARATE TRANSMISSION COOLER

Along with operating efficiencies, engineering a distinct transmission cooler offers another major advantage: complete elimination of any possibility of cross-fluid contamination.

#### 3 AVAILABLE FRONT TOW HOOKS

Dodge's tow hooks are mounted securely for a completely solid hookup point and are mounted higher than on competitive models — a design convenience immediately obvious and practical if you're in mud or deep snow. As well, the front hooks are tested to hold up to double the maximum Gross Vehicle Weight Rating (GVWR).

#### 4 STEEL CRUMBLE ZONES

Designed-in proactive safety and security measures are essential to Ram design — and to your well-being. By helping absorb

energy in the event of a front collision, they help protect you — and reduce the chance of damage to the frame itself. Standard on all Ram models.

#### 5 LARGE ENGINE MOUNTS

On Ram 1500 models, massive engine mounts help reduce noise and vibration — while also helping to maintain that legendary durability and reliability over the long haul.

#### 6 WIDE TRANSMISSION MOUNTS

Beefy transmission mounts provide another Ram advantage: they help reduce noise, vibration, and harshness (NVH). They also function to securely harness the massive amount of torque generated by the available HEMI® V8 power plant.

#### 7 TUNED SUSPENSION

To further reduce noise, vibration, and harshness — and to contribute to a more comfortable ride — the suspension components and frame are "tuned" for the best overall performance without sacrificing ride quality.

#### 8 THE AVAILABLE ELECTRIC-SHIFT TRANSFER CASE

It delivers capability at the touch of a finger. The transfer case in Ram 4x4 1500 models offers operation in five separate modes — including 4WD HI and LO positions — that lock both driveshafts together for when the going is really rough.

#### 9 STAGGERED MONOTUBE REAR SHOCKS

Offset shock absorbers are standard equipment for capability and are found on all 1500 and Mega Cab® models. Mounted inside the frame for increased protection, with a "staggered" design, they help reduce the axle wrap and wheel hop that can occur under certain acceleration and towing conditions.

#### 10 HIGH-STRENGTH SPRING-STEEL REAR LEAF SPRINGS

Our rear springs are mounted directly over the rear axle — an engineering design that increases ground clearance and thus offers greater off-road capability.

#### 11 THE FAMOUSLY RELIABLE HOTCHKISS REAR SUSPENSION

This solid rear axle (with longitudinally mounted leaf springs) is the ultra-tough rear support for all Ram models, including Chassis Cabs. Hotchkiss quality is part of the Ram legacy, proving itself over time — and terrain.

#### 12 FULLY BOXED PARTIALLY HYDROFORMED LADDER FRAME

The stiffest frame in Ram history is an essential factor when analyzing Ram's outstanding handling and road manners.

#### 13 THE AVAILABLE ELECTRONIC STABILITY PROGRAM (ESP)®

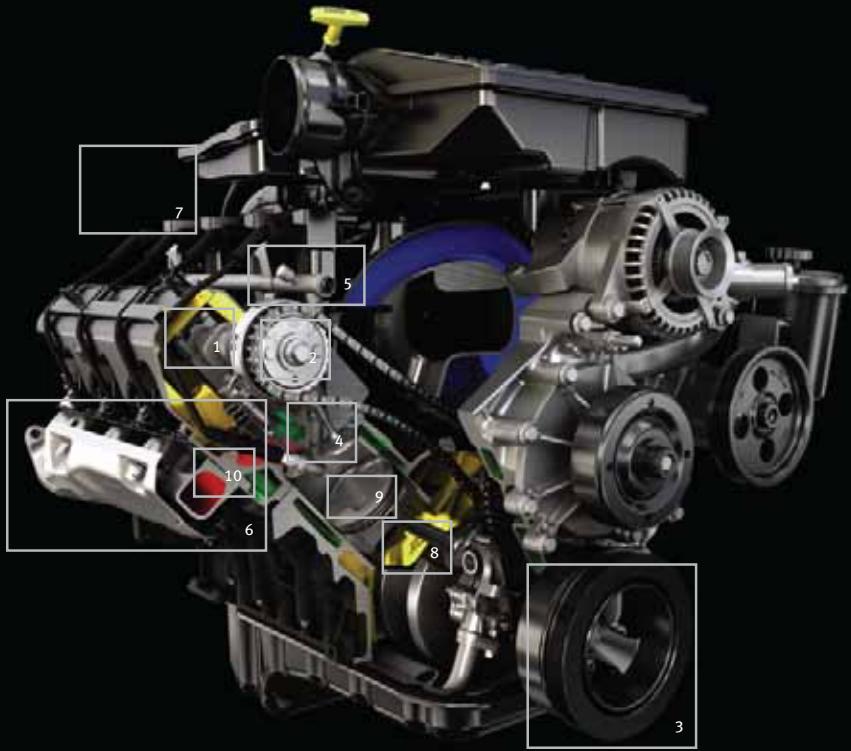
ESP is one of the best reasons to look at Dodge Ram. This system intelligently uses steering wheel angle, yaw (turning) rate, lateral acceleration sensors and four individual wheel-speed sensors to determine a variety of appropriate brake and throttle actions — including braking and closing the throttle when necessary. The ESP on Ram actually includes a variety of systems. Hill Start Assist applies the brakes momentarily to

prevent roll-back on hills; it's particularly valuable with manual transmissions or during trailer towing. Trailer Sway Control is another ESP system, which uses sensors to discern lateral (or yaw) forces at the rear of the vehicle caused by a swaying trailer. It automatically applies specific brake corners to help eliminate sway.

#### 14 AVAILABLE 5-SPEED AUTOMATIC TRANSMISSION

It endured brutal abuse before acceptance by Dodge — over 2 million miles of cumulative testing before achieving the quality required for a Ram. (For more on testing and quality, see following pages. Complete specifications are always online at [dodge.com/ram/durability](http://dodge.com/ram/durability))

\* No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESP warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.



Here's performance measured in miles covered — and in barrels of oil saved. While giving you a choice of fuels, the revised 4.7-liter Flex Fuel V8 also generates its own brand of energy: a long, flat torque "curve" is ideal for most common work applications. Horsepower is "slow hill": outstanding acceleration from take-off to highway cruising. Factor in an increased compression ratio (9.8:1), aluminum cylinder heads, and aluminum pistons. All contribute to efficiency.

#### **THERE'S A NEW KID ON THE BLOCK. THE REVISED — AND VERY REFINED — 4.7-LITER FLEX FUEL V8 POWER PLANT.**

As fuel prices fluctuate, the more important it becomes to turn to other fuel sources than conventional gasoline.

To create the technology that enables the choice, Dodge turned to one of our most popular engines — the 4.7-liter V8 — to harvest both efficiency and grain-based E85 ethanol.

It's built on the same engine block as the previous iteration — and from there, it just gets better. With the same displacement — yet with greater performance through increased horsepower and torque — the revised 4.7-liter V8 offers Flex Fuel capability, allowing you the choice between unleaded gasoline, E85 (an ethanol blend made from grain, with far fewer harmful emissions), or any combination of the two. It is the engine of tomorrow — and it's available on Dodge Ram 1500 Regular Cab and Quad Cab® models today.

Outlined here are the major technical advantages and features of the 4.7-liter Flex Fuel V8. Learn more — when you visit [dodge.com/ram/engine](http://dodge.com/ram/engine)

#### **1 NEW CAMSHAFT DESIGN**

The revised 4.7-liter utilizes a modified camshaft with newly designed lobes; the result is a cleaner burn sequence in the firing process that increases power utility while reducing emissions.

#### **2 MORE CAMSHAFT STRENGTH**

It's not only modified in shape, but increased in strength. With higher stiffness requirements, we've determined that SADI — Selectively Austempered Ductile Iron — works best.

#### **3 NEW DUAL MASS VIBRATION DAMPER**

Another modification with direct benefits to the drive — and driver: the new vibration damper contributes to further lessening of NVH — noise, vibration, and harshness.



310 horsepower @ 5,650 rpm  
330 lb-ft of torque @ 3,950 rpm

#### **4 DUAL SPARK-PLUG DESIGN**

Applying two spark plugs per cylinder started with the 5.7-liter HEMI® V8 — but the efficiencies were too persuasive to ignore: more efficient burning of fuel, with reduced emissions and better idle.

#### **5 FUEL CALIBRATION**

We learned from the best — so the fuel calibration on the revised 4.7-liter Flex Fuel V8 employs the same strategy as the legendary 5.7-liter HEMI® V8.

#### **6 MODIFIED EXHAUST MANIFOLD**

It's all about fuel efficiency, which is why we modified the actual geometry to the exhaust manifold, resulting in improved, less-restricted exhaust flow.

#### **7 FORGED STEEL CONNECTING RODS**

It's a performance issue, which is why the steel connecting rods in the 4.7-liter Flex Fuel V8 are forged, resulting in an optimized strength-to-weight ratio.

#### **8 FLOATING PISTON PINS**

Our design utilizes "floating" technology — engineering that translates into durability by improving the wear resistance of both the piston pin and the piston itself.

#### **9 EXHAUST MANIFOLD GASKETS**

We look for durability everywhere we can. Even the exhaust manifold gaskets command attention, which is why the 4.7-liter gaskets are composed of multilayered steel with integrated heat shields.

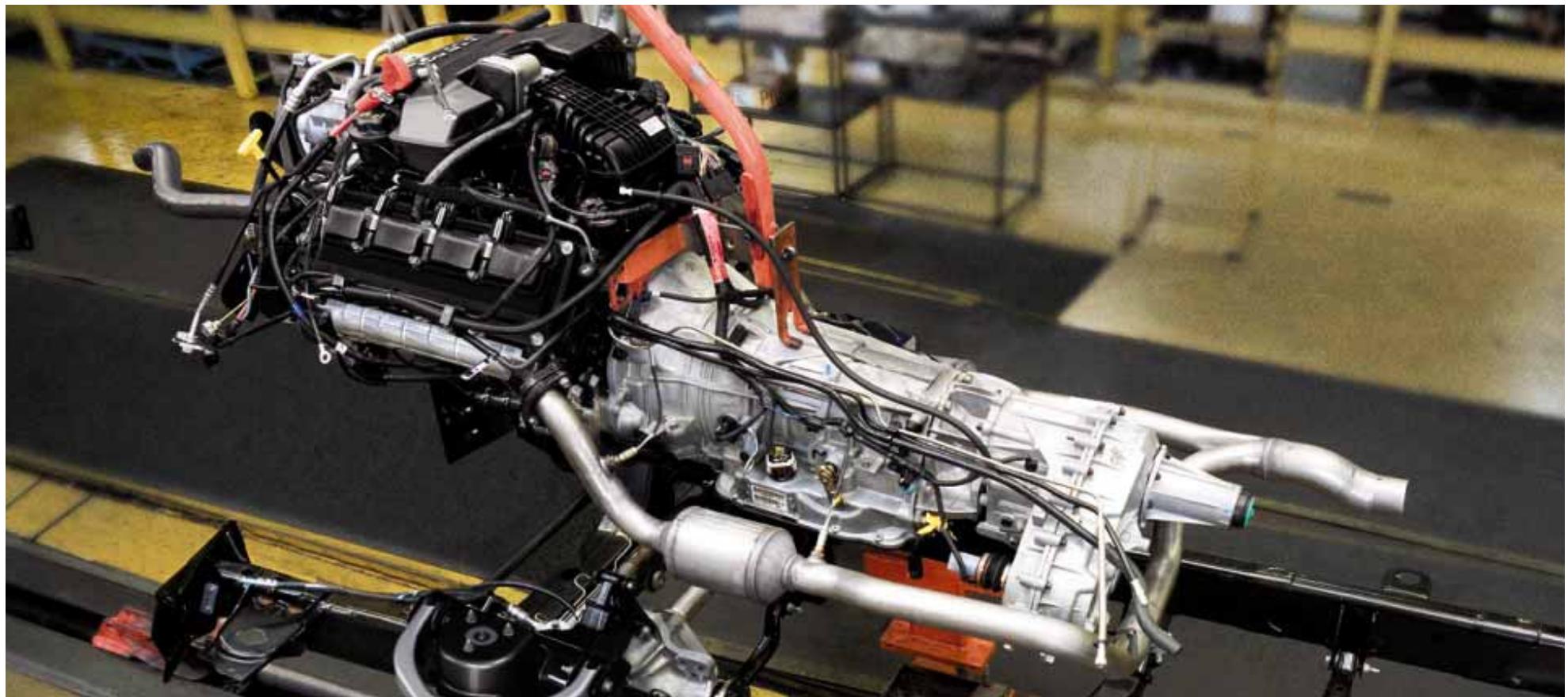
#### **• IMPROVED EXHAUST GAS RECIRCULATION**

The revised 4.7-liter Flex Fuel V8 utilized every opportunity to retain energy. Part of the exhaust gas goes into the EGR — Exhaust Gas Recirculation; we've addressed that, too, with a modified valve and all-new EGR tube for better flow and improved emissions.

THE 2008 RAM INCLUDES  
A LIFETIME POWERTRAIN LIMITED WARRANTY.

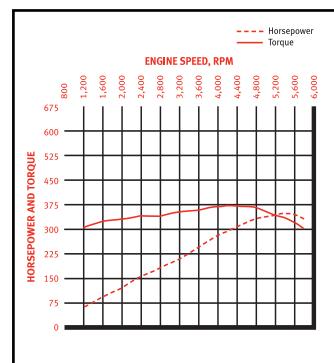
**LIFETIME**  
POWERTRAIN WARRANTY

No deductible. Non-Transferable. Not available on SRT, diesel vehicles, and certain fleet vehicles. See dealer for a copy of limited warranty and details.



**TRANSFORMING 5.7 LITERS INTO 100 PERCENT DEPENDABILITY: PUTTING THE INCREDIBLE HEMI® V8 TO THE TEST.** When it comes to the HEMI V8, we'll concede: we're bold to the point of audacity. For Dodge, there can be no compromise. Second place in the public eye is really not an option. When you've got an engine that carries everything demanded of the HEMI V8 — payload, passengers, and above all, a world-famous reputation for power and quality — you do what it takes. Including, from time to time, destroying the very engines we are so proud to build.

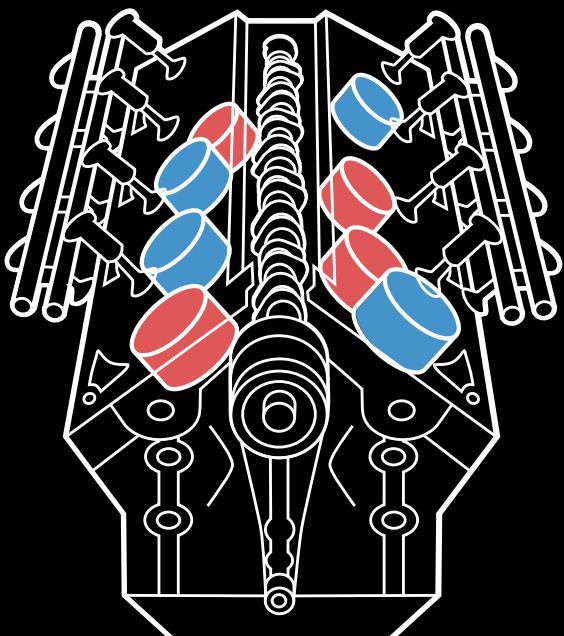
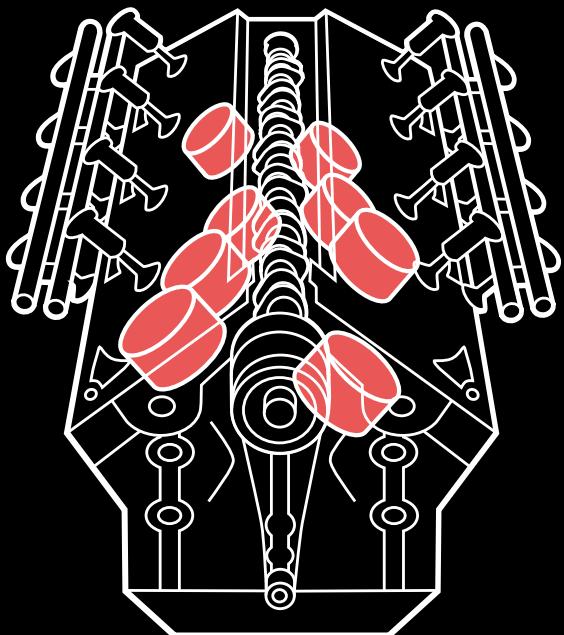
The development of the world-respected HEMI V8 encompassed testing that took it beyond expectations of conventional usage. Try day-long time trials at 98% output, or utilizing the HEMI V8 at maximum torque in real-world situations, or testing every system — computer interface, electrical, electro-mechanical — in an ongoing series of tear-downs and rebuilds until it's as perfect as an engine can get. It's all connected: HEMI V8 power → Dodge quality → Ram durability → your satisfaction. If only everything worked so well. Get more connected at [dodge.com/ram/hemi](http://dodge.com/ram/hemi)



345\* horsepower @ 5,650 rpm  
375 lb·ft of torque @ 4,200 rpm  
\*330 horsepower @ 4,800 rpm on 3500 models.

**THE HEMI V8 HORSEPOWER AND TORQUE CHART: CONSIDER IT A MAP TO THE WORLD OF PERFORMANCE.** Put HEMI V8 power out there, and you've got to take every scenario into consideration: from big farm equipment on a triple-axle trailer to retirees in the Rockies with their new travel trailer. The common bond? They rely on their HEMI V8.

Combine hemispherical combustion chambers, a dual-spark plug ignition system, aluminum cylinder heads, and one of the most sophisticated computer interfaces available and you've got outstanding power with credibility that defines reliability. Just follow the curves: the long, broad torque curve (it starts at engine speeds just above idle; it's there from a dead stop) telegraphs exceptional towing and take off. Contrast that with the impressive horsepower line; it's steadily ascending, reflecting superb acceleration.



**IT'S INNOVATIVE, INTUITIVE, REFINED AND RIGHT ON TIME: COMBINING 5.7 LITERS OF HEMI® V8 POWER WITH MDS — THE INTELLIGENT MULTI-DISPLACEMENT SYSTEM.**

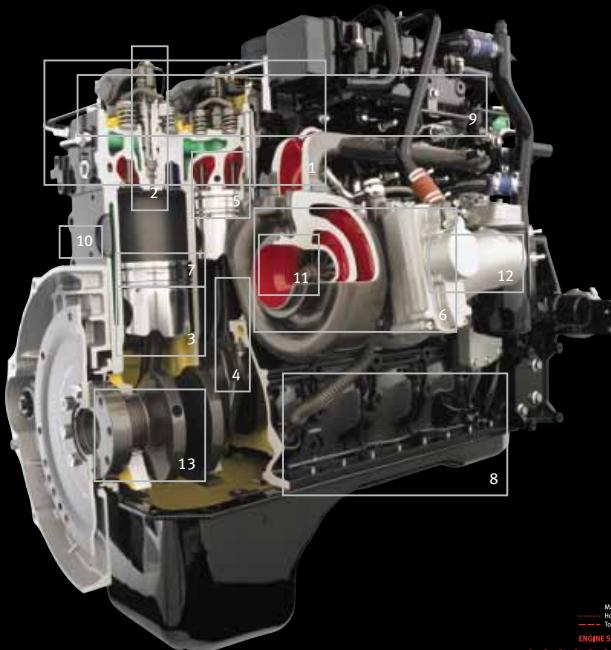
As a global manufacturer of some of the finest trucks and cars on the planet, we carry a certain responsibility along with those impressive Ram payloads. Which is why our engineers started working on ways to combat increasingly unpredictable fuel prices years ago.

One strategy was to re-engineer the long-trusted and heavily utilized 4.7-liter V8 into an efficient, Flex Fuel-compatible power plant. But to address the legendary power of the 5.7-liter HEMI V8, our engineers took a different turn, reaching a radical if not brilliant solution: MDS, the fuel-saving Multi-Displacement System.\* It's tomorrow's engineering today. And it's in Dodge Ram.

Operating silently and seamlessly above 18 mph (and in all gears except reverse), MDS transforms the powerful and durable HEMI V8 into a gas-sipping 4-cylinder\* during many daily driving situations — including while cruising at highway speeds, during low-throttle coasting, and even while climbing low hills. Although the system deactivates four of the eight cylinders — indeed, fuel injection to the inactive cylinders is shut off completely, and all the appropriate intake and exhaust valves are completely closed — the engine's equal firing intervals are still maintained.

The benefits of MDS are extensive. To learn more about MDS, visit [dodge.com/ram/mds](http://dodge.com/ram/mds)

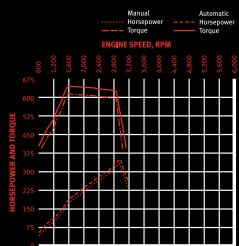
\*Available on 1500 Regular and Quad Cab® models. 13 city to 18 highway, EPA est. mpg with MDS. Results depend on driving habits and conditions.



Throw these curves around: a rapidly rising torque "curve" is composed of straight lines, achieving a long, steady output up to 650 lb-ft at only 1,500 rpm. Power here is amplified by increasingly refined performance: up to 16,900-lb towing capacity; the largest bore and stroke in its class; and even design simplicity, with 30 percent fewer moving parts than competitive V8 diesels.

350 horsepower @ 3,000 rpm (6-speed automatic)  
650 lb-ft of torque @ 1,500 rpm (6-speed automatic)

350 horsepower @ 3,013 rpm (6-speed manual)  
610 lb-ft of torque @ 1,400 rpm (6-speed manual)



**1 BUILT-IN LONGEVITY.** The engineering calls for a cast-iron head with hardened nickel-cobalt steel exhaust valve seats; it's a combination that adds to durability.

**2 OUTSTANDING FUEL INJECTION.** The electronic solenoid injectors are capable of multiple injections per cycle at pressures up to 23,000 psi. Result? Precise noise and emissions control while delivering maximum performance.

**3 ULTRA-COOL PERFORMANCE.** The gallery-cooled pistons receive a constant stream of oil for cooler operation — while the oil itself is simultaneously cooled by a system of constantly circulating water.

**4 SUPER-STRONG CONNECTING RODS.** Heavy-duty commercial-grade connecting rods are forged from a single mold — a process that adds to strength — and fracture-split for exacting tolerances.

**5 BUILT-IN ECONOMIES.** Many parts of the Cummins 6.7-liter focus on longevity — and thus, reduced costs. Exhaust valves are made of hardened nickel-chromium, which contributes to long life to overhaul range.

**6 VARIABLE GEOMETRY TURBOCHARGER. (VGT)** Highly sophisticated, the VGT here differs radically from Ford and GM engineering — which both place the turbo on top of the engine. Side-mounting of the turbocharger on this inline six-cylinder both simplifies the design and helps alleviate under-the-hood heat buildup that can occur with V8 engines.

**7 LARGE PISTON BOWL HELPS KEEP THINGS CLEAN.** The large piston bowl is another engineering technique used to ensure good power and clean emissions. In fact, based on full-size diesel pickup trucks, the Cummins offers the cleanest diesel emissions of any.

**8 SUPERB BLOCK STIFFNESS.** An increase in block stiffness from the previous design produced multiple benefits: reduced noise, decreased vibration and less harshness.

**9 COMMON-RAIL ARCHITECTURE. PLUS.** The common-rail architecture plus sophisticated electronics equals significant advantages: multiple injection pulses and independent control of injection pressures. The result is noticeably quieter operation and outstanding cold starting capability — down to -20° F, unaided.

**• THE FUEL FILTER: EFFICIENCY BY DESIGN.** With fuel properties and emissions standards rapidly changing, the fuel filter offers higher efficiency — along with the capability to handle Ultralow Sulfur Fuel (USLF).

**• ADVANCED REQUIREMENTS MET TODAY.** The particulate filter is profoundly effective, and is a major factor in Cummins diesel emissions reduction. Ram 2500 and 3500 pickup models. Reduced emissions are so important, the 6.7-liter is already able to meet the stringent truck emissions standards based on future requirements — for the 2010 model year. And it meets them in all 50 states.

**• FACTORY-INSTALLED EXHAUST BRAKE.** Another advantage to the current Cummins design in Dodge Ram: it's the first time an exhaust brake is installed at the factory. Utilizing the exhaust to aid in braking power results in a number of significant advantages, including longer brake life, faster cab warm-up, and greater vehicle control.

**• STRONG ENGINE, STRONG WARRANTY.** The limited warranty coverage is for 5 years or 100,000 miles. See your Dodge dealer for a copy.

## THE CUMMINS® 6.7-LITER TURBO DIESEL. SO GOOD, SO POWERFUL, AND SO CLEAN IT WARRANTS A CLASS OF ITS OWN — AND IT'S ONLY IN A DODGE RAM HEAVY DUTY.

The most recent example of the world-famous Cummins powerplant continues the Cummins history with Dodge Ram — a legacy of pure, driven truck power taking advantage of an increasingly popular — and today, surprisingly clean — fuel source. By utilizing a high pressure direct-injection fuel system in a Ram Heavy Duty — trucks that now cover weight classes from the trusted Ram 2500 up to the all-new Ram 5500 Chassis Cab models — Cummins and Ram deliver everything it takes for world-class performance. Torque is the most critical component for many heavy-duty applications. With the Cummins 6.7-liter, it maxes out at an incredible 650 lb-ft\* — as well as offering the best-in-class low-end torque.† Horsepower peaks at 350, providing ample acceleration. (In fact, power from the Cummins Turbo Diesel in the Dodge Ram lineup is under Cummins peak performance: the engine is so extraordinary, it's actually designed to power much larger Class 6 and Class 7 trucks.) Consider all that Cummins has to offer, and you become part of history in the making in real time: today, over 1.5 million Cummins equipped Dodge Rams are powering the roads, farms, and industrial sites of the world. What can you expect from Cummins in your Ram? Count on diesel-specific efficiency. Outstanding performance that defines reliability. Longevity that reaches hundreds of thousands of miles. And durability so impressive, it approaches the inexhaustible. For more, visit [dodge.com/ram/cummins](http://dodge.com/ram/cummins) — or see for yourself, during your test-drive.

\*Requires automatic transmission. †Below 1,500 rpm.

## DRIVING THE OTHER HALF OF THE DRIVETRAIN: THE RAM TRANSMISSIONS.

### 1 THE DODGE 6-SPEED 68RFE AUTOMATIC TRANSMISSION

For the growing family of Dodge Ram Heavy Duty work trucks, the 68RFE 6-speed automatic transmission is available. Optional for Ram Heavy Duty 2500 and 3500 pickups (in both single- and dual-rear-wheel configurations) equipped with the available Cummins® 6.7-liter Turbo Diesel, is the Dodge 68RFE 6-speed automatic. The combination of Cummins and the Dodge 6-speed automatic provides benefits measured by the best criteria for business today: strength, stamina, and reliability. Another advantage that Dodge offers with Cummins and this transmission? The 6-speed with Electronic Range Select works in concert with the factory-installed engine exhaust brake, further optimizing control of the vehicle, enabling the driver to control rpm and speed — especially valuable when decelerating downhill.

### 2 THE 6-SPEED MANUAL TRANSMISSION

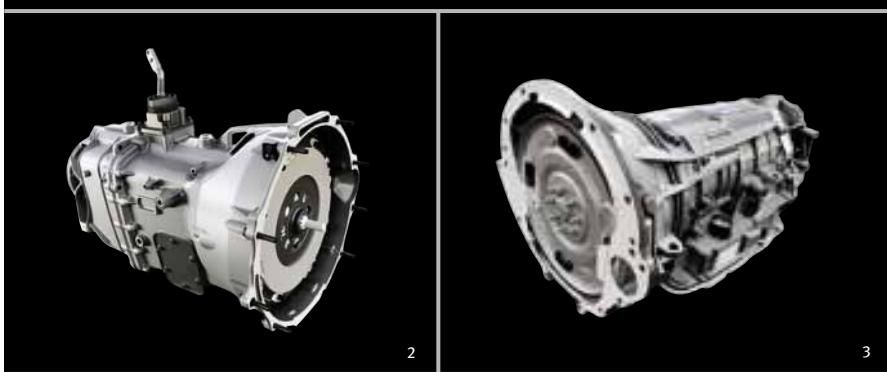
This transmission is built for heavy-duty work, and is the standard transmission for all Ram Heavy Duty models. A principle feature is the ultralow first gear ratio — as low as 6.29:1 — which is ideal for heavier hauling requirements.

### 3 THE 5-SPEED 545RFE AUTOMATIC TRANSMISSION

One of the most popular choices in combination with the 5.7-liter HEMI® V8 is the 545RFE — the available and long-proven 5-speed automatic transmission. Consistent with the Dodge objective of taking technology a step beyond the expected, the 545RFE features a specialized fifth gear — available as an additional overdrive ratio to help provide increased fuel economy and reduced engine noise at highway speeds. (The fifth gear ratio is 0.67:1 — a 16 percent reduction in engine rpm relative to the fourth gear 0.75:1 ratio.)



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## THE DODGE 3.7-LITER MAGNUM® V6.

The standard engine for the 1500 4x2 configurations of the longest-lasting,\* most durable† line of full-size pickups comes with impeccable credentials. With its proven history of reliability and longevity, the 3.7-liter Magnum V6 lets you step up to the jobs that simply don't require the superlative torque of the 6.7-liter Cummins, or the massive power of the 5.7-liter HEMI V8. Obviously, when compared to its stablemates, there are valuable trade-offs: while you're saving on power output, you're also enjoying efficiencies\* in fuel costs from the lower displacement numbers. Output is still impressive and up for the job: 215 horsepower and 235 lb-ft of torque at your disposal, with payload maxing out at 1,830 lb;§ maximum towing is 3,800 lb.§

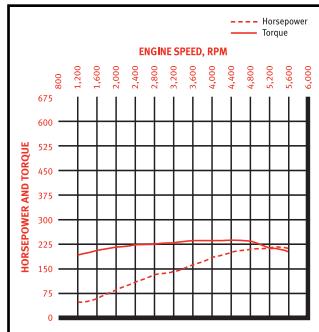
\*Based on R.L. Polk & Co. Vehicles in Operation registration statistics. CY 1987-2006.

†Durability based on longevity. \*14 mpg city to 20 mpg highway based on EPA estimates.

§When properly equipped.

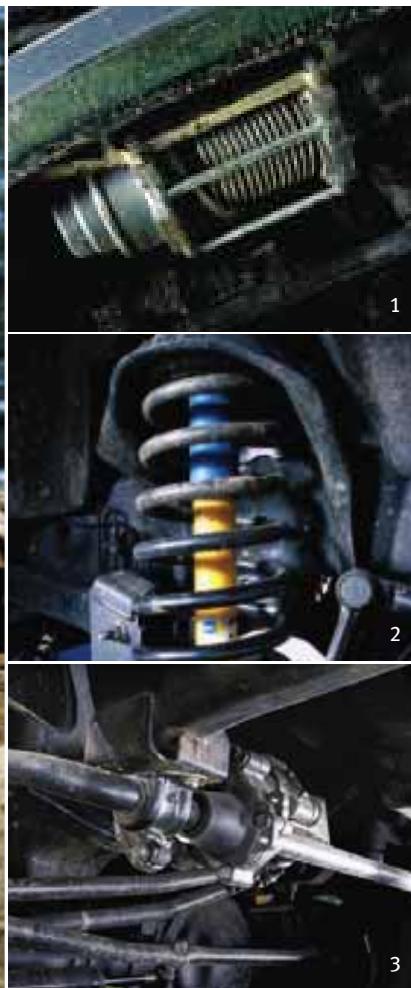
It's everything a horsepower and torque chart should be: a long, virtually flat torque line that signifies reliable and competent towing capability, with a steady horsepower line indicating comfortable cruising and responsive acceleration at takeoff.

215 horsepower @ 5,200 rpm  
235 lb-ft of torque @ 4,000 rpm





Ram Power Wagon Quad Cab® in Flame Red with available Rock Rails, an Authentic Dodge Accessory by Mopar.  
For more on accessories for Ram, check out the pages in back.



## DODGE RAM POWER WAGON.® THIS IS HOW YOU TAKE LIFE TO THE EXTREMES.

When it comes to dealing with the roughest terrain around, here's the ace up your sleeve. Ram Power Wagon features such an extensive list of off-road equipment, it's not just above the competition — it could practically ride over them. This is the most capable pickup for severe off-road work conditions, with power everywhere: 5.7-liter HEMI® V8; electronic locking front and rear axles; electric disconnecting front sway bar; 4.56 axle ratio; and a 160-amp alternator. There's so much more on Ram Power Wagon, you owe it to yourself to log on to [dodge.com/ram/powerwagon](http://dodge.com/ram/powerwagon) for a full report.

**1** **WARN® WINCH** This is factory-installed and standard on Ram Power Wagon; a 12,000-lb capacity allows out-of-the-ordinary capability.

**2** **BILSTEIN® SHOCK ABSORBERS** The gas-charged monotube design gives your Ram Power Wagon the authority to easily handle the most severe off-road challenges.

**3** **DODGE RAM ON THE OFF-ROAD** Much about Ram Power Wagon is the exception to the rule. The electronically disconnecting front stabilizer bar (also known as a sway bar) is a truck market-exclusive asset, and gives Ram Power Wagon an additional *nine inches* of articulation.



Ram 1500 TRX4® Off-Road Quad Cab® in Electric Blue.

#### DODGE RAM TRX4 OFF-ROAD. ROUGH — AND READY.

Here's the truck as rugged as the individual driving it. Dodge Ram with the TRX4 Off-Road group, available in Regular and Quad Cab models. Ram TRX4 Off-Road is pure exhilaration, with its standard 4.7-liter Flex Fuel V8 (on 1500 models; HEMI® V8 power is available). Further assets include antispin differential, 17-inch off-road tires, tow hooks, fog lamps — and much more.

#### 1 HERE'S TO LIFE ON THE SKIDS

Built for the off-road, both Ram Power Wagon® and Ram TRX4 Off-Road offer indispensable undercarriage assets — like this tough skid plate. In addition to similar skid plates underneath, Ram Power Wagon assets include additional tough tubular steel underbody protection.





Ram 3500 Mega Cab® Laramie Dually in Brilliant Black Crystal Pearl shown with Chrome Tubular Side Steps, Goose Neck Hitch and Trailering Accessories, all Authentic Dodge Accessories by Mopar. For more on Accessories for your Ram, flip to the detailed pages in back.

#### DODGE RAM MEGA CAB. THE WORLD'S BIGGEST CAB\* — AND THE STORY JUST GETS BIGGER.

Only Dodge would have the guts to create the pickup with the biggest, roomiest, and most comfortable cab ever\* — and then add on the features. Its engine options are stunningly powerful, starting with the standard 5.7-liter HEMI® V8 for 1500 models, and 6.7-liter Cummins® Turbo Diesel for Mega Cab Heavy Duty models. Ram Mega Cab peaks out its towing capability at an unsurprising 16,500 pounds<sup>†</sup> (3500 4x4, with Cummins Turbo Diesel and available 6-speed automatic transmission). Payload capacity under the same powertrain is more than one-and-a-half tons. For the truly big picture on the world's biggest cab,\* go to [dodge.com/ram/megacab](http://dodge.com/ram/megacab)

\*Based on full-size crew cab pickups. <sup>†</sup>When properly equipped.



08 DODGE RAM  
MEGA CAB®

Ram Mega Cab Laramie interior in Medium Slate Gray Leather Trim.



1



2



3

**RAM MEGA CAB.® NOTHING SHORT OF THE WORLD'S BIGGEST CAB.\*** When it's room you want, grab the one that offers room for everything — except compromise. Ram Mega Cab has so much space, it's not even competing anymore. Really. *What's the competition?* Because it's a Ram, you've got best-in-class\* interior volume. Because it's a Ram Mega Cab, you've added more space over the conventional crew cab. By the way, Mega Cab is so spacious, you can top it off with the available rear DVD Video Entertainment System (VES®) — and still grab the available power sunroof. So think *big* in a Dodge Ram Mega Cab.

\*Based on full-size crew cab pickups.

#### **RAM MEGA CAB. WHEN IT COMES TO VERSATILITY, THIS IS LIVIN' LARGE.**

**1 REAR SEATS ACTUALLY RECLINE** The seatback allows passengers to sit back — it reclines a full 37 degrees from the vertical. Note the convenient fold-down armrest with cup holder within the center seatback.

**2 ONE LOOK, YOU'RE HOOKED** With Ram Mega Cab, you get versatility that combines comfort with practicality. The 60/40 split-seat design is perfect when people share the vast interior with cargo. Built-in hooks are just right when you need them.

**3 PRACTICALITY THAT GOES BEYOND THE COMPETITION** Dodge Ram Mega Cab offers the largest load floor in its class.\* Look behind the rear seats for outstanding on-demand capacity: there's an extra 9.5 cubic feet you simply won't find on competitive pickups.



Ram 3500 Quad Cab® Big Horn 4x4 SRW with available 6.7L Cummins® Turbo Diesel, shown in new two-tone finish of Inferno Red Crystal Pearl and Light Khaki Metallic. Ram 1500 Quad Cab® Laramie 4x4 with HEMI® V8 with MDS in Patriot Blue, shown with 20-inch 5-Spoke Polished Forged-Aluminum Wheels, an Authentic Dodge Accessory by Mopar. And keep reading — there's much more on Ram Accessories to come.

#### ALL WORK AND NO PLAY? THAT IS SO *NOT* DODGE RAM HEAVY DUTY.

Call this one a sure bet: point for point, the attributes of Dodge Ram Heavy Duty 2500 and 3500 pickups put you in charge. Ram Quad Cab and Mega Cab® boast best-in-class\* interior volume. Need the most capability for the severe off-road? Ram Power Wagon® rakes it in. But you're looking for all-around heavy-duty capability, right? Well, you've got tough choices in front of you. Like opting for the available Cummins 6.7-liter Turbo Diesel, with 350 horsepower, up to 650 lb-ft of torque and an available 6-speed 68RFE automatic transmission. It'll certainly handle *your* job — after all, it can power much larger Class-6 and -7 trucks. And the legendary 5.7-liter HEMI® V8 (up to 345 hp/375 lb-ft) has a history that runs rings around the competition. In sum: if you're measuring work performance by employing comfort, longevity, and quality as the rule of thumb, hand it to Dodge Ram — the family of longest-lasting,<sup>†</sup> most durable\* pickups. Hit [dodge.com/ram/hd](http://dodge.com/ram/hd) for more.

\*Based on full-size extended and crew cab pickups. <sup>†</sup>Based on R.L. Polk & Co. Vehicles in Operation statistics CY 1987-2006. <sup>‡</sup>Durability based on longevity.



All-new Dodge Ram 4500 Chassis Cab  
in Bright Silver Metallic shown with Dump Body upfit.

Properly secure all cargo.

#### ONCE MORE, RAM RAISES THE STANDARD. MEET THE ALL-NEW 4500 AND 5500 CHASSIS CABS.

If there's one area we don't take lightly, it's the need for exceptional work trucks that carry the best goods: cargo, payload — and a reputation for outstanding quality and capability. Only Dodge would qualify that statement with the all-new Ram 4500 and 5500 Chassis Cabs — but when performance and capability are this good, audacity becomes simple fact. Power? The Cummins® 6.7-liter Turbo Diesel — with its larger displacement, and larger bore and stroke than Ford and GM diesel-equipped Class-4 and -5 conventional chassis cabs — is standard, and offers impressive PTO capability. Strength? That frame gives you 50,000-psi steel strength in the back. Examine it all: larger front brake rotors\* than comparable Ford or GM chassis cabs. Massive, larger and wider\* front-end tow hooks (they're even removable). A transmission with an ultralow first gear with "granny/creeper" capability (ideal under maximum GCWRs). Fact is, there are a raft of features in the all-new Ram 4500 and 5500 Chassis Cab models to boost your business, and the best facts are the ones that work. Fact: Ram 4500 Chassis Cab boasts standard GVWR of 16,000 lb (60 CA) and 16,500 lb (84 CA, 108 CA, 120 CA) and 5500 has 18,750 lb (60 CA) GVWR and 19,500 lb (84 CA, 108 CA, 120 CA). Fact: both Ram 4500 and 5500 Chassis Cabs offer standard front GAWR of 7,000 lb. Get into the newest additions to the commercial standard — at [dodge.com/chassis\\_cab](http://dodge.com/chassis_cab)

08 DODGE RAM  
3500/4500/5500  
CHASSIS CAB

\*Based on GM and Ford Class-4 and -5 conventional chassis cab models.



1

#### 1 RAM 3500 CHASSIS CAB SHOWN WITH STAKE BED UPFIT

With the available Cummins® 6.7-liter Turbo Diesel under its belt, you've got the tools to let you think outside the box: an available AISIN 6-speed automatic transmission with outstanding PTO capability; a lower first gear ratio than diesel-equipped Ford or GM Class 3 conventional chassis cabs; and a suspension designed not to "bottom out" under full GVWRs.



2

3

#### 2 ALL-NEW RAM 5500 CHASSIS CAB SHOWN WITH ROLLBACK UPFIT

Top-of-the-line performance positively impacts your bottom line. Ram 5500 Chassis Cab. Like the 3500 and 4500 models, it's available in ST, SLT, and Laramie\* trims, and in both 4x2 and 4x4 configurations.

#### 3 RAM 3500 CHASSIS CAB SHOWN WITH FLATBED UPFIT

Ram 3500 Chassis Cab models features a standard 52-gallon fuel tank (22-gallon mid-ship tank available). 17-inch wheels and tires. 60- and 84-inch CA lengths for Regular Cab and 60-inch CA lengths for Quad Cab.®

#### 4 TOUGH-AS-NAILS FRAME

It's all right here: 50,000-psi rear frame steel strength. C-channel frame construction with 34" spacing. Comprehensive electronics underneath the frame rail surface. New rear suspension with new rear axle, springs, shocks, sway bar and jounce bumper. New antilock brake system (ABS) and calibrations.

\*Laramie available on Quad Cab models only.



4



Ram 3500 Quad Cab® Big Horn Dually in Bright White, shown with Authentic Dodge Accessories by Mopar (see back pages), including Telescoping Trailer Tow Mirrors and Chrome Front Air Deflector — perfect accessories for pulling a Dodge themed trailer by Monaco Coach Corporation. There's more at [trail-lite.com](http://trail-lite.com).

#### RAM. MAKE IT PART OF YOUR WORK ETHIC.

Whether you're using a Dodge Ram to tow your vacation trailer uphill — or your business trailer cross-country — you know that durability, quality, and reliability are part of the design from Day One. But what's also part of the design is value — the stuff that lets you rely on your Dodge Ram from business start-up to sundown on the plains. Take the next step: ask your dealer about outfitting your new Ram with Authentic Dodge Accessories by Mopar. Choose from Entertainment and Navigation Systems, Chrome Tubular Side Steps, Tonneau Covers — and much more. If you're incorporated as a business, Ram ownership translates into valuable Dodge **ON THE JOB** incentives. Available through every Dodge dealer, **ON THE JOB** offers money-saving discounts on a variety of upfits and accessories — including a very handy (and immediate) cash discount on most Dodge vehicles. See your Dodge dealer for details, call us at **800-4ADODGE**, or click on **dodge.com** and follow the commercial links.

**MAXIMUM PAYLOAD CAPACITIES**

		1500								2500								3500																
		REGULAR CAB				QUAD CAB®				MEGA CAB®				REGULAR CAB				QUAD CAB				MEGA CAB				REGULAR CAB								
		SB 4x2	LB 4x2	SB 4x4	LB 4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	4x2	4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4			
AUTOMATIC TRANSMISSION	Engine	GVWR																																
	3.7L V6	6,025	1,500																															
		6,600		1,840																														
		6,700			1,810																													
	4.7L V8	6,025	1,370																															
		6,350		1,420																														
		6,600		1,710		1,470																												
		6,700				1,670	1,450	1,430																										
		6,800							1,280																									
	5.7L HEMI® V8	6,200	1,460																															
		6,350		1,400																														
		6,600		1,610		1,400																												
		6,700					1,620	1,390	1,380																									
		6,800							1,250																									
		8,510								2,550	2,090																							
		8,650									3,320	2,840																						
		8,800										3,270	3,130	2,820	2,680	2,770	2,330																	
		11,000 <sup>(1)</sup>																																
		11,500 <sup>(1)</sup>																																
	6.7L Cummins® Turbo Diesel I-6	9,000																																
		10,100 <sup>(2)</sup>																																
		10,500 <sup>(1)</sup>																																
		11,500 <sup>(1)</sup>																																
		12,200 <sup>(1)</sup>																																

**MAXIMUM LOADED TRAILER  
WEIGHT (LB)**

		1500								2500								3500								REGULAR CAB						
		REGULAR CAB				QUAD CAB				MEGA CAB				REGULAR CAB				QUAD CAB				MEGA CAB				REGULAR CAB						
		SB 4x2	LB 4x2	SB 4x4	LB 4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	4x2	4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	SB 4x2	LB 4x2	SB 4x4	LB 4x4	4x2	4x4	
AUTOMATIC TRANSMISSION	Engine	Axle Ratio	GCWR (lb)																													
	3.7L V6	3.55	8,500	3,800	3,550																											
		3.92	8,500	3,800	3,550																											
		3.21	10,500	5,650	5,450																											
	4.7L V8	3.55	11,500	6,650	6,450	6,400	6,200	6,300	6,100	6,050																						
		3.92	12,500	7,650	7,450	7,400	7,200	7,300	7,100	7,050	6,800																					
		3.55	13,000	8,100	7,850	7,900	7,650	7,750	7,500	7,500																						
		3.73	14,000																													
		3.73	15,000																													
		3.92	14,000	9,100	8,850	8,900	8,650	8,750	8,500	8,300																						
MANUAL TRANSMISSION	Engine	Axle Ratio	GCWR (lb)																													
	3.7L V6	3.21	8,000	3,300	3,050																											
		3.55	8,000	3,300	3,050																											
		3.21	9,000	4,250	3,950																											
	4.7L V8	3.55	9,500																													
		3.55	10,000	5,250	4,950																											
		3.92	10,500	5,750	5,450	5,450	5,250	5,350	5,100																							
		3.73	15,000																													
		4.10	17,000																													
		4.56	17,000																													
		3.73	20,000																													
	6.7L Cummins Turbo Diesel I-6	3.73	21,000																													
		4.10	23,000																													

Maximum towing capacities shown with properly equipped vehicle and a 150-lb driver. Options, equipment, cargo and passengers must be deducted. For more information, see your Dodge dealer.



## PERSONAL TECHNOLOGY

For Dodge, applying the highest degree of technology in '08 Ram translates into higher degrees of both comfort — and safety and security. The power rear sliding window and available UConnect® aren't merely convenient — they help keep your focus on the road.

### 1 POWER SLIDING REAR WINDOW

Push-button convenience allows the available sliding rear window to be opened from the front seat.

### 2 DUAL ZONE TEMPERATURE CONTROL

Dual zone temperature control ranks as one of the most popular features to ensure comfort for two occupants. Available only on Laramie.

### 3 DVD VIDEO ENTERTAINMENT SYSTEM (VES®)

DVD Video Entertainment System is an option for select 2008 Ram Quad Cab® and Mega Cab® models.

### 4 UCONNECT

Make or take a call — with your hands on the wheel. The available UConnect Hands-Free Communication System adds to the safety factor and ranks high in convenience.

## SAFETY AND SECURITY

Your safety and security rank with the same importance as outstanding torque and all-around versatility. Keep in mind these engineered-in assets:

### 5 POWER ADJUSTABLE PEDALS

Available adjustable pedals allow brake and accelerator pedals to move fore and aft to accommodate drivers of all sizes.

### 6 SUPPLEMENTAL SIDE-CURTAIN AIR BAGS\*

The safety and security from standard front air bags\* is augmented by supplemental side-curtain air bags,\* available for all Ram models.

### 7 CRUMPLE ZONES

These proactive safety measures absorb energy in the event of a frontal collision. Standard on all Ram models.

### 8 OUTSTANDING BRAKES

Huge calipers and rotors (up to 13.9 inches) contribute to stopping power and your peace of mind.

\*Dodge Ram 1500 Regular and Quad Cab are equipped with advanced multistage front air bags. Always sit properly in the seat with the seat belt fastened. Children 12 and under should be in a backseat correctly using an infant or child restraint system or the seat belt positioned correctly for the child's age and weight. All Mega Cabs and 2500/3500 Heavy Duty vehicles are equipped with Next Generation multistage front air bags. Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under should always be in a backseat correctly using an infant or child restraint system, or the seat belt positioned correctly for the child's age and size.



**RAM ST > ALL RAM MODELS INCLUDE THESE FEATURES:** 6-speed manual transmission, Vinyl 40/20/40 split-bench seat, Heavy-duty vinyl floor covering, Air conditioning, AM/FM stereo with CD player and 4 speakers, Variable intermittent windshield wipers, Steel wheels, Fixed rear window, Sentry Key® Theft Deterrent System, Dark Gray upper fascia, grille and bumpers



**RAM SXT > INCLUDES THE STANDARD ST EQUIPMENT EXCEPT WHERE ADDITIONS ARE NOTED:** Cloth 40/20/40 split-bench seat, Carpet floor covering, Power windows, Power door locks, Power heated mirrors, Speed control, Chrome-clad steel wheels, Unique SXT badging, Chrome front and rear bumpers, Chrome grille surround



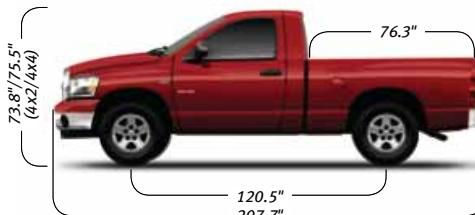
**HIGHLIGHTS OF THE RAM TRX4® OFF-ROAD GROUP INCLUDE:** On-/Off-road OWL tires, TRX4 Off-Road decals, Tow hooks, Skid plates, Antispin rear differential, Fog lamps, SIRIUS® Satellite Radio



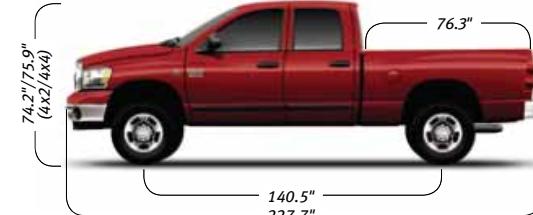
**RAM SLT > INCLUDES THE STANDARD EQUIPMENT OF THE PREVIOUS TRIM LEVEL EXCEPT WHERE ADDITIONS ARE NOTED:** Body-color upper front fascia, Cloth-trimmed 40/20/40 split-bench seat, Carpet floor covering, Power windows, Power door locks, Tilt steering wheel, Speed control, Power heated folding exterior mirrors, Remote keyless entry, 17-inch cast aluminum wheels, Shown here in two-tone paint in Brilliant Black Crystal Pearl and Light Khaki Metallic

## RAM SPECIFICATIONS

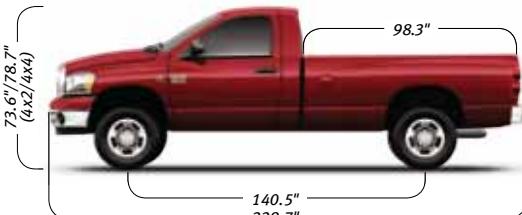
### REGULAR CAB — SHORT BOX



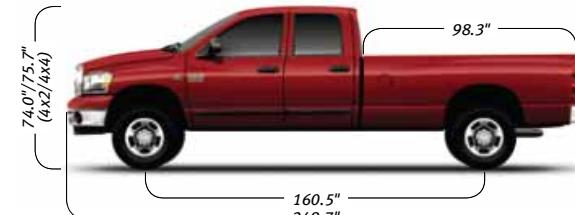
### QUAD CAB® — SHORT BOX



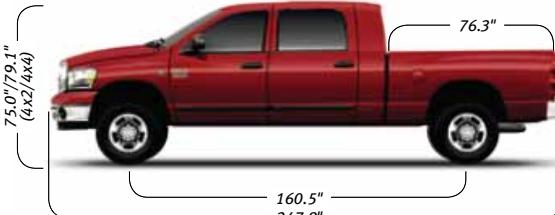
### REGULAR CAB — LONG BOX



### QUAD CAB — LONG BOX



### MEGA CAB®



### RAM SRW



### RAM DUALLY

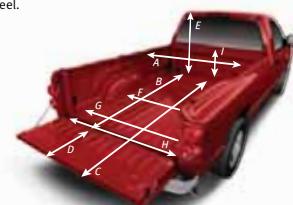


## RAM CARGO BOX DIMENSIONS

	6'4" BOX	8' BOX
A MAXIMUM WIDTH AT OUTSIDE FENDER	79.6	79.6/96.0*
B MAXIMUM LENGTH AT FLOOR	76.3	98.3
C FRONT OF BOX TO END OF OPEN TAILGATE	99.8	121.8
D OPEN TAILGATE		20.2
E BOX FLOOR TO TOP OF CAB		43.9
F WIDTH BETWEEN WHEELHOUSES		51.0
G MAXIMUM WIDTH AT FLOOR		66.4
H WIDTH OF TAILGATE OPENING		60.6
I DEPTH OF BOX		20.2
CARGO VOLUME (CU FT)	57.5	74.9

All dimensions in inches.

\*Single Rear Wheel/Dual Rear Wheel.



## RAM INTERIOR DIMENSIONS

	FRONT REGULAR CAB	FRONT QUAD CAB	REAR QUAD CAB	FRONT MEGA CAB	REAR MEGA CAB
A HEAD ROOM	40.8	41.0	40.0	40.8	40.5
B HIP ROOM	65.0	65.0	65.3	64.9	64.4
C SHOULDER ROOM	67.0	67.0	66.5	67.0	66.5
D LEG ROOM	41.0	41.0	36.7	41.0	44.2
TOTAL PASSENGER VOLUME (CU FT)	64.8	65.1	56.6	64.9	68.9



**HIGHLIGHTS OF BIG HORN > INCLUDES THE STANDARD EQUIPMENT OF SLT TRIM LEVEL EXCEPT WHERE ADDITIONS ARE NOTED:** Chrome billet grille > Fog lamps > 20-inch cast aluminum wheels on 1500 models > 17-inch cast aluminum wheels on Heavy Duty models



**HIGHLIGHTS OF RAM SPORT GROUP INCLUDE:** Body-color grille surround with chrome billet inserts > Body-color front fascia > Body-color rear bumper with step pad > Fog lamps > 20-inch chrome-clad aluminum wheels (1500) > 17-inch chrome-clad cast aluminum wheels (Heavy Duty) > Cloth bucket seats > Full floor center console



**RAM POWER WAGON® INCLUDES:** Electronic locking front and rear differentials > Electronic locking front stabilizer bar > 12,000-lb capacity Warn® winch > 4.56 axle ratio > BFGoodrich® LT285/70R17D BSW All-Terrain T/A® tires > Bilstein® gas-charged monotube shocks > 17x8-inch forged aluminum wheels > Increased ride height (1.8 inches front, 1.4 inches rear) > Skid plates and tubular underbody protection > Dark Gray upper fascia, bodyside molding and fender flares



**RAM LARAMIE > INCLUDES THE STANDARD EQUIPMENT OF PREVIOUS TRIM LEVELS EXCEPT WHERE ADDITIONS ARE NOTED:** Leather-trimmed 40/20/40 split-bench seat > 40/60 split-folding rear bench seat > Dual zone temperature control > Rear fold-flat load floor (Quad Cab® only) > Light Group > Power adjustable pedals > Security alarm > Auto-dimming interior rearview mirror > 20-inch chrome-clad aluminum wheels for 1500 models > 17-inch chrome-clad wheels on Heavy Duty models

## RAM INTERIORS



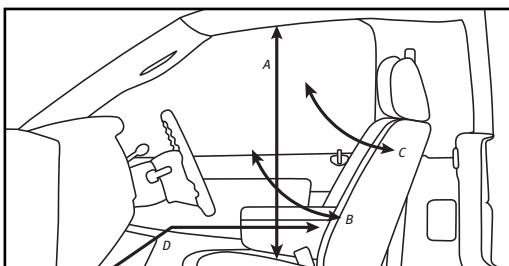
REGULAR CAB SLT — Shown in Medium Slate Gray Cloth



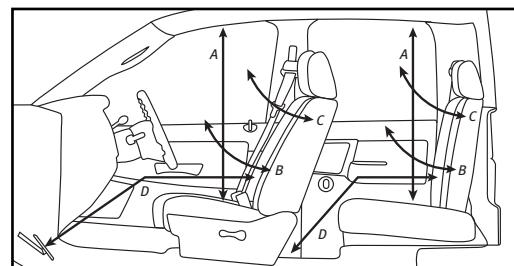
QUAD CAB® LARAMIE — Shown in Medium Slate Gray Leather Trim



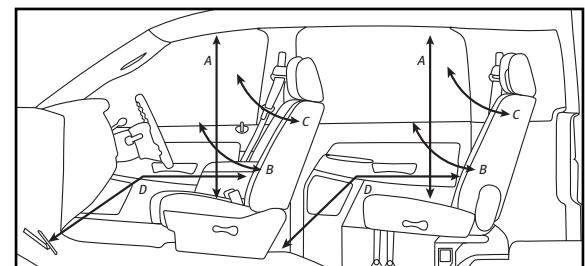
MEGA CAB® SLT — Shown in Medium Slate Gray Cloth



REGULAR CAB



QUAD CAB



MEGA CAB



#### RAM EXTERIOR COLORS

- 1 BRIGHT SILVER METALLIC
- 2 BRILLIANT BLACK CRYSTAL PEARL
- 3 DETONATOR YELLOW  
1500 Quad Cab® only
- 4 ELECTRIC BLUE PEARL
- 5 FLAME RED
- 6 INFERNO RED CRYSTAL PEARL
- 7 LIGHT KHAKI METALLIC
- 8 MINERAL GRAY METALLIC
- 9 PATRIOT BLUE PEARL
- 10 BRIGHT WHITE
- 11 SUNBURST ORANGE PEARL  
1500 Quad Cab only

#### RAM EXTERIOR COLORS (TWO-TONES)

- 1 BRIGHT WHITE/LIGHT KHAKI METALLIC
- 2 BRILLIANT BLACK CRYSTAL PEARL/LIGHT KHAKI METALLIC
- 3 FLAME RED/LIGHT KHAKI METALLIC
- 4 INFERNO RED CRYSTAL PEARL/LIGHT KHAKI METALLIC
- 5 PATRIOT BLUE PEARL/LIGHT KHAKI METALLIC



1



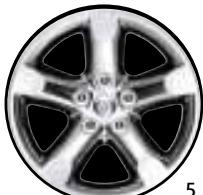
2



3



4



5



6



7



8



9



10



11



12



13



14

## RAM WHEELS

### 1 17-INCH DROP CENTER STEEL WHEEL WITH BLACK CENTER CAP\*

Standard on 1500 ST models (WEA)

### 2 17-INCH CHROME-CLAD STEEL WHEEL\*

Available on 1500 ST and standard on SXT models (WF2)

### 3 17-INCH CAST-ALUMINUM MACHINED WHEEL\*

Standard on 1500 SLT Long Wheelbase and available on Regular Cab Short Wheelbase models (WF6)

### 4 20-INCH ALUMINUM WHEEL\*

Standard on Quad Cab® Big Horn/Lonestar (SWB) models (WPA)

### 5 20-INCH CHROME-CLAD ALUMINUM WHEEL\*

Standard on Laramie and available on 1500 SLT and Big Horn/Lonestar (SWB) models (WP2)

### 6 17-INCH ARGENT STEEL WHEEL†

Standard on 2500/3500 ST SRW models (WD2)

### 7 17-INCH CHROME-CLAD STEEL WHEEL†

Standard on 2500/3500 SXT SRW models (WGS)

### 8 17-INCH POLISHED FORGED ALUMINUM WHEEL†

Standard on Power Wagon® models (WFF)

### 9 17-INCH CHROME-CLAD FORGED ALUMINUM WHEEL†

Standard on 2500/3500 Laramie and available on SLT and Big Horn/Lonestar SRW models (WGX)

### 10 17-INCH POLISHED FORGED ALUMINUM WHEEL†

Standard on 2500/3500 SLT and Big Horn/Lonestar SRW models (WGD)

### 11 17-INCH ARGENT STEEL WHEEL\*

Standard on 3500 ST DRW models (front axle only) (WFU)

### 12 17-INCH ARGENT STEEL WHEEL\*

Standard on 3500 ST DRW models (rear axle only) (WFU)

### 13 17-INCH CHROME WHEEL SKINS\*

Standard on 3500 SXT, SLT, Big Horn/Lonestar, Laramie DRW models (front axle only) (WD4)

### 14 17-INCH CHROME WHEEL SKINS\*

Standard on 3500 SXT, SLT, Big Horn/Lonestar, Laramie DRW models (rear axle only) (WD4)

\*Ram 1500 Regular and Quad Cab. †Mega Cab and 2500/3500 SRW models. ‡3500 DRW.



## RAM FABRICS

- 1 CAPRICE GRAIN VINYL/TALLADEGA GRAIN VINYL MED. SLATE GRAY**  
Ram ST
- 2 CAPRICE GRAIN VINYL/TALLADEGA GRAIN VINYL MED. KHAKI**  
Ram ST
- 3 BILLINGS CLOTH WITH YES ESSENTIALS®\* MED. SLATE GRAY**  
Ram ST, SXT, SLT, Big Horn, Power Wagon®
- 4 BILLINGS CLOTH WITH YES ESSENTIALS®\* MED. KHAKI**  
Ram ST, SXT, SLT, Big Horn, Power Wagon
- 5 BILLINGS CLOTH/RACINE CLOTH WITH YES ESSENTIALS®\* MED. SLATE GRAY**  
Ram SLT, Big Horn, Power Wagon
- 6 BILLINGS CLOTH/RACINE CLOTH WITH YES ESSENTIALS® MED. KHAKI**  
Ram SLT, Big Horn, Power Wagon
- 7 SUTTON GRAIN VINYL/ROYALE GRAIN PERFORATED LEATHER TRIM INSERT MED. SLATE GRAY/DARK SLATE GRAY**  
Ram with Sport Group
- 8 WINDSOR GRAIN LEATHER TRIM/WINDSOR GRAIN PERFORATED LEATHER TRIM INSERT MED. SLATE GRAY**  
Ram Power Wagon, Laramie
- 9 WINDSOR GRAIN LEATHER TRIM/WINDSOR GRAIN PERFORATED LEATHER TRIM INSERT MED. KHAKI**  
Ram Power Wagon, Laramie

\*Not compatible with aftermarket fabric-protecting coatings.

## AUTHENTIC DODGE ACCESSORIES.

When you enhance your Ram with Authentic Dodge Accessories by Mopar, you gain far more than substantial style, premium protection, or extreme entertainment. You also benefit from the authentic difference found only in an original equipment accessory. It's a difference that demands tighter tolerances and envelope-pushing testing methods. And one backed by a superior warranty\* serviced by Dodge dealerships nationwide. Choose the full line of accessories that feature a fit, finish, and functionality designed specifically for your Ram. Check us out at [mopar.com](http://mopar.com).

\*See your dealer for full details and a copy of the limited warranty.



AUTHENTIC DODGE ACCESSORIES



1



2



3



4



## TAKE NOTICE. BECAUSE OTHERS SURE WILL.

Accessorizing your Ram with Authentic Dodge Accessories adds tone to what is clearly muscle.

### 1 HOOD SCOOP

For added show on the go, this stamped steel scoop features a molded grille insert and gasket. **MOLDED RUNNING BOARDS**. These durable body-colored running boards can take all the punishment you can dish out. **FRONT VALANCE**. Contoured valance is available for Sport models in all body colors. **ACCENT KIT**. Give your Ram a sleek and powerful look. Kit includes four body-colored **SIDE SILL** accent pieces that round out your low profile.

### 2 REAR VALANCE

For stylish substance, our Rear Valance accents your Ram's aggressive posture with a bold stance.

### 3 FUEL FILLER DOOR

Add a bright complement to your Ram with this two-piece design available in brushed aluminum (shown) or chrome.

### 4 20-INCH X 9-INCH 5-SPOKE CAST-ALUMINUM CHROMED WHEEL / 20-INCH X 9-INCH 5-SPOKE POLISHED FORGED-ALUMINUM WHEEL

All our wheels are treated with a durable Clear Coat finish and undergo stringent testing to resist corrosion and maintain their bright finish. They're also machined to match your Ram's exact specifications for a smooth and balanced ride. Available for 1500 models.

### DECKED STRAIGHT OUT OF THE GATE.

Like the gleam of sweat that highlights a thoroughbred as it thunders around the track, these bold chrome accessories give your Ram a similarly powerful shine.

### 5 CHROME GRILLE

Make a statement right up front. Grille will not adversely affect engine airflow or impede the opening and closing of your Ram's hood. **CHROME TUBULAR SIDE STEPS** Get tubular with these 4-inch oval chromed aluminum side steps. Black molded end caps and step pads are also included for extra durability. No drilling required. **CHROME FUEL FILLER DOOR** Uniquely sculpted one-piece design brightly complements every body-color and replaces your existing fuel door with a seamless fit. **CHROME BODYSIDE MOLDINGS** Your Ram's sheet metal will be protected from damage if struck by an object and pick up some good looks at the same time. Also shown with **CHROME FRONT AIR DEFLECTOR** and **CLEARANCE RUNNING LIGHTS**.

### 6 DOOR SILL GUARDS

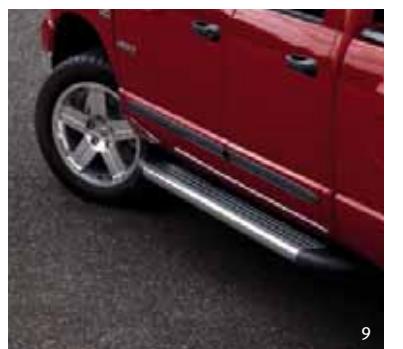
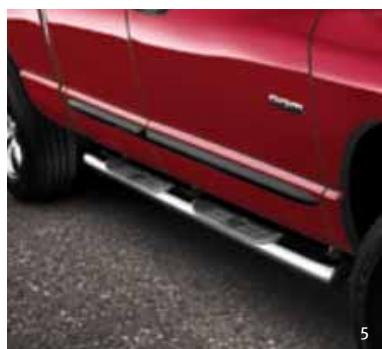
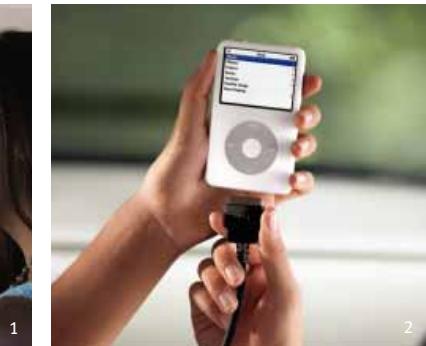
Add a nice touch of brushed stainless steel style to your Ram while protecting its interior sills from scratches. Dodge logo featured on front sills. Set of two for Regular Cab. Set of four for Quad Cab® or Mega Cab®.

### 7 CHROME EXHAUST TIP

Show off your truck's pipes with a bold chrome exhaust tip, rigorously tested for corrosion resistance to ensure a long-lasting shine.

### ADDITIONAL AUTHENTIC DODGE ACCESSORIES BY MOPAR.

Bed Extender, Bed Tie-Downs, Bed Web Net, Chrome Bed Side Rails, Chrome Taillamp Guards, Decal Kits, Diamond Plate: Bed Extensions, Bed Rail Protectors, Tool Box, Splash Guards, Diesel Cold Weather Package, Door Edge Guards, Engine Block Heater, EVS I and EVS II Security Systems, Flat Load Floor Liner, Flat Tailgate Cover, Fold-Out Trailer Tow Mirrors, Fuel Operated Cabin Heater, Heavy-Duty Splash Guards, Heavy-Duty Winch Kit, Hitch-Mount Bike Carrier, Locking Gas Cap, Molded Splash Guards, Navigation Radio, Power Retractable Running Boards, Premium Radios, Premium Vehicle-Care Products, Ram Rack, Remote Start, Roadside Safety Kit, Rock Rails, Seat Covers, Side Window Air Deflectors, SIRIUS Satellite Radio, Skid Plate, Spare Tire Lock Kit, Tailgate Spoiler, Trailering Accessories, Telescoping Trailer Tow Mirrors, Tow Hooks, UConnect, Vehicle Cover, Warn Winch, Wheel Flares, Wheel Locks, Wheel Well Liners, and Windshield Sunshade.



## BIG ON STYLE. BIG ON PERFORMANCE.

**1 DVD REAR SEAT VIDEO™** The integrated, single-disc CD/DVD player features a flip-down 7-inch LCD screen, wireless headphones, and remote. This Authentic Dodge Accessory is available for Quad Cab® and Mega Cab® models without sunroofs.

**2 INTERFACE MODULE FOR iPod.®†** This FM-bounded system allows you to listen to your favorite music through your vehicle's audio system. iPod music file navigation is maintained by the iPod clickwheel.

**3 CHROME FRONT AIR DEFLECTOR!** Good looks are up front with this stylish air deflector, designed to help deflect road spray, dirt, and bugs up and away from your windshield.

**4 WHEEL-TO-WHEEL TUBULAR SIDE STEPS.** You'll never be short on style with these 4-inch oval chromed aluminum side steps that run from wheel well to wheel well. Available for Quad Cab only.

**5 CHROME TUBULAR SIDE STEPS.** Steps feature Black molded end caps, slip-resistant step pads, and heavy-duty, drill-free mounting brackets. Available in 4-inch oval Black or chrome for Regular and Quad Cab models and chrome for Mega Cab® models.

**6 STAINLESS STEEL 3-INCH ROUND TUBULAR SIDE STEPS.** Deck out your truck with these side steps that feature Black textured stepping surfaces and Dodge Ram's Head logo. Available for Quad Cab only.

**7 ALUMINUM RUNNING BOARDS.** Designed for minimal slippage and maximum looks that won't rust, these running boards feature integrated front splash guards and rear molded end caps to keep them cleaner and safer to use. Fits cab section only for Regular and Quad Cab models.

**8 PREMIUM TUBULAR SIDE STEPS.** These premium steps feature extra-wide, textured stepping surfaces for easy entry and exit and mount securely with corrosion-resistant, ElectroCoated steel mounting brackets. Available for Quad Cab models only.

**9 PREMIUM SIDE STEPS.** These stylishly substantial steps feature molded end caps and drill-free installation. Integrated Black buttons run the length of the stepping surface to help provide an easier entry and exit with minimal slippage. Available for Quad Cab only.

**10 DIAMOND PLATE SIDE STEPS.** Dirt and scratches can step aside with these durable, anodized aluminum side steps. Complete the package with **DIAMOND PLATE BED EXTENSIONS, TOOLBOX, SPLASH GUARDS AND BED RAIL PROTECTORS** (not shown).

**11 GOOSENECK TRAILER HITCH.** Designed to handle your toughest towing needs, the Gooseneck Trailer Hitch is powder coated for a durable and long-lasting finish and mounts securely in the pickup bed. The hitch attaches directly to the frame rails and installs easily without the need for welding and requires only minimum drilling. The **HITCH BALL** (sold separately) incorporates a quick release handle that converts the hitch mount to a level bed floor in seconds when needed. **HITCH MOUNT INSTALLATION KIT** also available, sold separately.

**12 HITCH RECEIVER.†** Your Ram will really haul when it's equipped with our 2-inch Hitch Receiver that features an ElectroCoat primer with a Black polyester-baked top-coat finish. Hitch Receiver Plug included. Hitch Ball Mounted Wiring Harness sold separately.



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**13 UNDER-THE-RAIL BEDLINER.** Skid Resistor bedliner's ribbed construction helps keep cargo from shifting and includes built-in supports to split cargo. Tailgate cover also included.

**14 OVER-THE-RAIL BEDLINER.** Help protect your truck's bed and bed rails with this high-density polyethylene Skid Resistor bedliner. **TAILGATE COVER** has built-in cup holders perfect for tailgate parties, and provides added protection for your tailgate.

**15 BED MAT.** Kiss dents and scratches to your truck's bed floor and tailgate good-bye. Nylon-reinforced rubber mat removes easily for cleaning and features Dodge logo. **MOLDED BED RAIL PROTECTORS.** Enhance the look of your truck while protecting the bed rails with these UV fade-resistant, TPO plastic protectors.

**16 BED RUG.** Closed-cell polyethylene helps protect your truck bed from scratches. Bed Rug cleans easily and is designed not to absorb or be damaged by oils, solvents, grease, or acids.

**17 HARD FOLDING TONNEAU COVER\*** Get the benefits of a lightweight cover with the durability of an aluminum frame. Patented four-panel design lets you open the front or rear panel for easy cargo access.

**18 SNAPLESS PREMIUM SOFT TONNEAU COVER.<sup>†</sup>** Soft cover features premium fabric and an aluminum frame custom fit to your truck's bed. The cover also features bows to help reduce water pooling and is easy to install and remove.

**19 FIBERGLASS TONNEAU COVER.** This hard body features a resin-reinforced honeycomb design for durability and a corrosion-resistant aluminum frame for added strength. Available in all body colors for Ram 6.3-foot beds.

**20 TRIFOLD TONNEAU COVER.** This soft folding cover can be installed quickly and totally removed in seconds. The quick-release latches allow for fast operation. Available for 6.3- and 8-foot beds.

**21 HARD TONNEAU COVER WITH INTEGRATED SPOILER.** Not only does this unique cover deliver plenty of protection for your cargo against the elements, it also provides a unique look with its vibration-free, race-inspired design.

**22 SIDE WINDOW AIR DEFLECTORS.<sup>†</sup>** These tinted, acrylic visors let you partially open your window and still remain dry during inclement weather.

**23 SLUSH MATS.<sup>§</sup>** These mats feature deep grooves to help prevent water, snow, and mud from doing a number on your carpet. Rear mats are available, for Quad Cab and Mega Cab.

**24 PREMIUM FLOOR MATS.<sup>§</sup>** Plush enough to go barefoot, yet durable enough to stand up to the elements. Rear mat is available for Quad Cab and Mega Cab models.

\*Available for 6.3- and 8-foot beds. <sup>†</sup>Available for 1500, 2500 and 3500 models. <sup>‡</sup>Check Owner's Manual for hitch type, load capacity and heavy-duty equipment required. Do not exceed the rated tow capacity of vehicle as equipped. <sup>§</sup>Front mats available for all 1500, 2500, and 3500 models. <sup>¶</sup>Properly secure all cargo.

# 2008 DODGE RAM BUYER'S GUIDE

## FEATURES COMMON ACROSS ALL TRIM LEVELS

**AIR BAGS<sup>(1)</sup>**  
— Advanced multistage front (1500 Regular and Quad Cab<sup>®</sup>)  
— Next Generation multistage front;<sup>(2)</sup> all Mega Cab<sup>®</sup> and 2500/3500

**ASSIST HANDLE** — Passenger-side (CSP)

### BADGING

— 4x4 (only on 4x4 models)  
— Ram's Head — Not available with pickup box delete

### CIGAR LIGHTER

**CLUSTER** — Instrument, with tachometer and 120-mph speedometer

**HEADLAMPS** — Halogen

### INSULATION

— Dash liner  
— Floor tunnel

### MONOTONE PAINT

### POWER ACCESSORY DELAY

**RADIO** — AM/FM stereo radio with CD player and 4 speakers

**SEAT BELTS** — Front, height-adjustable shoulder

### SENTRY KEY<sup>®</sup> ANTITHEFT ENGINE IMMOBILIZER

**SHOCK ABSORBERS**  
— Front, heavy-duty  
— Rear, heavy-duty

**STORAGE**  
— Front, behind seat (Regular Cab only)  
— Rear, underseat compartment (Quad Cab<sup>®</sup> models only)

**TAILGATE** — Removable

**THREE BLINK** — Turn signal lane change feature

**TIP START** — Included with all automatic gas engines

**TIRE PRESSURE MONITOR** (1500 and 2500 only)

**TIRES** — Spare, full-size

**WHEELS** — 17"x7.0" steel spare (N/A with 20" Wheels)

**WINCH** — Spare tire carrier

**WINDSHIELD WIPERS** — Variable-intermittent

\* = Included. P = Available within package noted in parentheses. O = Optional. L = Fleet only option.

<sup>(1)</sup> Always sit properly in the seat with the seat belt fastened. Children 12 and under should always be in a backseat correctly using an infant or child restraint system or the seat belt positioned correctly for the child's age and weight.

<sup>(2)</sup> Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under should always be in a backseat correctly using an infant or child restraint system, or the seat belt positioned correctly for the child's age and size.

<sup>(3)</sup> Not compatible with all garage door openers. See your retailer for details.

<sup>(4)</sup> Not compatible with aftermarket fabric-protecting coatings.

<sup>(5)</sup> "SIRIUS" and the SIRIUS dog logo are registered trademarks of SIRIUS Satellite Radio Inc. All other trademarks, service marks and logos are the property of their respective owners. For full terms and conditions visit [sirius.com](http://sirius.com). Prices and programming are subject to change. Not available in AK and HI.

<sup>(6)</sup> Always use seat belts. Children 12 and under should always be in a backseat using an infant or child restraint system, or the seat belt positioned correctly for the child's age and size.

<sup>(7)</sup> No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESP warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.

PACKAGE DESIGNATIONS	A	B	F	G	P	H	ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT REG/MEGA/ BIG HORN/QUAD	POWER WAGON <sup>®</sup> REG/QUAD	LARAMIE QUAD/ MEGA	ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT REG/MEGA/ BIG HORN/QUAD	POWER WAGON REG/QUAD	LARAMIE QUAD/ MEGA
<b>MECHANICAL FEATURES (CONTINUED)</b>																		
<b>FUEL TANK</b>																		
— 26-gallon (1500 Regular and Quad Cab short box only)																		
— 34-gallon (std. on 2500/3500 Quad Cab short box only and all Mega Cab) (optional 1500 Quad Cab SB)																		
— 35-gallon (long box only)																		
<b>STABILIZER BAR</b>																		
— Front																		
— Front, electrically disconnecting																		
<b>STEERING</b>																		
— Power, rack-and-pinion (N/A on Mega Cab 4x4 or 2500/3500 4x4 models)																		
— Power, recirculating ball (standard on Mega Cab 4x4 and 2500/3500 4x4 models only)																		
<b>TRANSFER CASE</b>																		
— Electric shift, part-time T-case (1500 Regular and Quad Cab 4x4 only)																		
— On demand (1500 Regular and Quad Cab 4x4 models only)																		
— Manual, part-time (2500/3500 4x4 models)																		
— Electric shift (2500/3500 4x4 models)																		
<b>WINCH</b> — Front electric (12,000-lb capacity)																		
<b>EXTERIOR FEATURES</b>																		
<b>BEDLINER</b> — Box, under rail																		
<b>BUMPERS</b>																		
— Front, dark gray																		
— Rear, dark gray																		
— Front, chrome																		
— Rear, chrome																		
— Body-color, rear (included with Sport Appearance Group)																		
<b>CHROME TUBULAR SIDE STEPS</b> (1500 Regular short/long box, 1500/2500 Quad Cab short box only)																		
— O																		
<b>CHROME TUBULAR SIDE STEPS AND BED SIDE RAILS</b> (1500 Regular and Quad Cab short box and 2500 short box only)																		
— O																		
<b>FASCIA</b>																		
— Front, body-color with chrome insert																		
— Front, upper dark gray																		
— Front, body-color (included with Sport Appearance Group)																		
— Front, upper body-color																		
<b>FOG LAMPS</b> — (Included with Sport Appearance and TRX4 Off-Road Groups)																		
— P																		
<b>GRILLE</b>																		
— Chrome surround, black billet grille																		
— Chrome surround, chrome billet grille (Quad Cab only)																		
— Dark gray surround, black billet grille																		

\* = Included. O = Optional. P = Available within package noted in parentheses. L = Fleet Option.

	ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT/REG/MEGA/ BIG HORN/QUAD	POWER WAGON® REG/QUAD	LARAMIE QUAD/ MEGA
PACKAGE DESIGNATIONS	A	B	F	G	P	H
<b>EXTERIOR FEATURES (CONTINUED)</b>						
GRILLE (continued)				P		
— Body-color surround, chrome billet grille (included with Sport Appearance Group)						
LAMPS — Clearance (optional on 3500 SRW, standard on 3500 DRW)						
MIRRORS, EXTERIOR						
— Manual, 6"x9," black	•					
— Power, heated, folding 6"x9," black (included with Power Accessory and Power and Remote Entry Groups)	P	•	•	•	•	•
— Manual, 7"x10" trailer-tow, black	O					
— Power, heated, 7"x10" trailer-tow, black		O	O	O	O	O
MOLDINGS						
— Lower bodyside, black	O	O	O	O	•	
— Lower bodyside, chrome				O		•
PAINT — Two-tone lower break, lower color is Light Khaki Metallic			O	O		O
PICKUP BOX DELETE	O	O		O		O
POWER RETRACTABLE RUNNING BOARDS (1500 Quad Cab® short box, 2500 Quad Cab short/tong box only)	O	O		O		O
SHIELD — Front hood protection	O	O	O	O		O
SKID PLATE						
— Front suspension (1500 Regular and Quad Cab 4x4 only) (included in Protection and TRX4 Off-Road Groups)	P	P		P		P
— Transfer case (4x4 only) (included in Protection and TRX4 Off-Road Groups, Heavy-Duty Snowplow Prep and Snow Chief Groups)	P	P	P	P	•	P
— Fuel tank 2500/3500 only (included with TRX4® Off-Road Group)	P				•	
TIRES						
<b>1500 Regular and Quad Cab Models</b>						
— P245/70R17 BSW all-season	•					
— P265/70R17 BSW all-season (4x4 only) included with Popular Equipment Group on 4X4 models	O/P	•		•		•
— P265/70R17 OWL all-season				O		
— P265/70R17 OWL on/off-road included with TRX, TRX4 and TRX4 Off-Road Groups (available on SLT 4x4)	P			O		
— P275/60R20 BSW all-season (standard on SLT Quad Cab SB models)				•		
— P275/60R20 OWL on/off-road all-season (included with Sport Appearance Group)				P		•
<b>All Mega Cab and 2500/ 3500 Models</b>						
— LT245/70R17 BSW all-season (2500 only)	•					
— LT245/70R17 BSW on/off-road included with Popular Equipment and Snow Chief Groups (2500 only)	P	•/P		P		P
— LT265/70R17 OWL all-terrain (4x4 Mega Cab only)			•	•		•
— LT285/70R17D BSW on/off-road (Power Wagon only)						•

	ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT/REG/MEGA/ BIG HORN/QUAD	POWER WAGON® REG/QUAD	LARAMIE QUAD/ MEGA
PACKAGE DESIGNATIONS	A	B	F	G	P	H
<b>EXTERIOR FEATURES (CONTINUED)</b>						
— LT265/70R17E BSW all-season (Mega Cab 4x2 and 2500/3500 models) (included with Single Rear Wheel Group on 3500)	•/P	•/P	P	•/P		•/P
— LT265/70R17E OWL on/off-road (included with Sport Appearance, TRX, TRX4 and TRX4 Off-Road Groups) (2500/3500 models)	O	O/P	O	O/P		O
— LT235/80R17E BSW all-season (3500 DRW only) (N/A on Quad Cab SB)	•	•	•	•		•
— LT235/80R17E BSW on/off-road (3500 DRW 4x4 only)	O					
— LT235/80R17E OWL on/off-road (3500 DRW only) (N/A on Quad Cab SB)	O	O		O		O
TOW HOOKS — (N/A with 3.7L engine) (Included in Protection and Off-Road Groups. Standard on all models with diesel engine)	O/P	O/P	O/P	O/P	•	O/P
<b>WHEEL WELL FLARES</b>						
<b>WHEELS</b>						
<b>1500 Regular and Quad Cab Models</b>						
— 17"x7.0" styled steel, painted argent	•					
— 17"x8.0" steel chrome-clad	O	•		O		
— 17"x8.0" cast-aluminum				•		
— 20"x9.0" aluminum (standard with Quad Cab SB only)				•		
— 20"x9.0" chrome-clad aluminum (included with Sport Appearance Group) (short box only)				O/P		•
<b>Mega Cab and 2500/3500 Models</b>						
— 17"x7.5" styled steel (Included with Single Rear Wheel Group on 3500 ST)	•					
— 17"x8.0" forged aluminum				•		
— 17"x8.0" steel chrome-clad (Included with Single Rear Wheel Group on 3500)		•	•	•		
— 17"x8.0" chrome-clad aluminum (Included with Sport Appearance Group)				P		•
— 17"x8.0" polished forged aluminum (Included with single rear wheel group on 3500)				•/P		
— 17"x6.0" steel with argent wheel skin (3500 DRW only)		•				
— 17"x6.0" steel with chrome wheel skin (3500 DRW only)		•	•	•		•
<b>INTERIOR FEATURES</b>						
<b>AIR CONDITIONING</b> — Dual zone temperature control (Included with *VL on Power Wagon)						
— Overhead, with trip computer			•	•	•	•
— Overhead, with trip computer and HomeLink® <sup>(a)</sup> (Included in Light and Popular Equipment Groups)			P	P	P	•
DEFROSTER — Rear window (m/h fixed rear window glass)			O	O	O	O
DOOR LOCKS — Power (Included in Power Accessory and Power and Remote Entry Group)	P	•	•	•	•	•

	ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT/REG/MEGA/ BIG HORN/QUAD	POWER WAGON® REG/QUAD	LARAMIE QUAD/ MEGA	
PACKAGE DESIGNATIONS	A	B	F	G	P	H	
<b>INTERIOR FEATURES (CONTINUED)</b>							
ELECTRONIC VEHICLE INFORMATION CENTER (EVIC) — Packaged with 6.7L diesel on 2500 and 3500 models only)	P	P	P	P			
FLOOR COVERING							
— Carpet	O	•	•	•	•	•	
— Heavy-duty vinyl (Optional on SLT Regular and Quad Cab)	•			O			
FLOOR MATS							
— Front and rear, carpeted (Quad and Mega Cab; included with carpet on ST models)	O	•	•	•	•	•	
— Front, carpeted (Regular Cab; included with carpet on ST models)	O	•		•	•		
HOMELINK® UNIVERSAL TRANSCEIVER <sup>(b)</sup> — Programmable 3-function remote control for garage door openers, home lighting or security devices (Included in CV2 overhead console)						•	
LOAD FLOOR — Rear fold-flat (Quad only) — must have *M9 trim (Included with *A) and all leather-trimmed seats)					O/P	P	P
MIRRORS, INTERIOR — Auto-dimming rearview day/night (Included in Light Group, Popular Equipment Group and UConnect <sup>(c)</sup> )	O/P	O/P	O			•	
PEDALS — Power adjustable				O	O	O	•
SEATS					P	P	•
— 6-way power driver (Included with *M9, *A, and *C seats)					P	P	•
— Power, driver and front passenger (2500/3500 Quad Cab and Mega Cab; included with *VL on Power Wagon Quad Cab)						P	•
— Heated, driver and front-passenger (Included with *C and *VL on Power Wagon)						P	•
— Vinyl 40/20/40 split-bench front seat folding center armrest (Quad Cab models include folding rear bench seat trimmed in vinyl)							
— Cloth-trimmed 40/20/40 split-bench front seat featuring YES Essentials <sup>(b)(c)</sup> with folding center armrest/business console						•	•
— Leather-trimmed 40/20/40 split-bench front seat featuring fold-flat load floor and folding center armrest/business console (Quad Cab models include 60/40 split-folding rear bench seat trimmed in vinyl)						O	•
— Cloth-trimmed low-back bucket seats featuring YES Essentials <sup>(b)(c)</sup> fixed center console and rear fold-flat load floor. Included with Sport Appearance Group. (Quad Cab models include 60/40 split-folding rear bench seat trimmed in cloth; must have automatic transmission)						O/P	
— Leather-trimmed low-back bucket seats fixed center console, and rear fold-flat load floor (Quad Cab models include 60/40 split-folding rear bench seat trimmed in vinyl)						O	
— Leather-trimmed low-back bucket seats with adjustable head restraints, driver and front-passenger recliners, fixed center console and rear fold-flat load floor (Quad Cab models include 60/40 split-folding rear bench seat trimmed in vinyl)						O	O

\* = Included. O = Optional. P = Available within package noted in parenthesis. L = Fleet Option.

PACKAGE DESIGNATIONS	A	B	F	G	P	H
ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT/REG/MEGA/ BIG HORN/QUAD	POWER WAGON	REG/QUAD	LARAMIE QUAD/ MEGA
<b>INTERIOR FEATURES (CONTINUED)</b>						
SPEED CONTROL — (Included with HEMI® V8 engine; included with Popular Equipment Group)						
P	•	•	•	•	•	•
STEERING WHEEL — Leather-wrapped (included with leather seats *VL, Popular Equipment Group and Sport Appearance Group)			P	P		•
SUNROOF — Power (Quad Cab® and Mega Cab® models only)				0	0	0
WINDOWS						
— Power, front (and rear on Quad Cab) with driver's one-touch down (included with Power Accessories and Power Remote Entry Groups)	P	•	•	•	•	•
— Rear back light, sliding (not available with rear defroster)	0	0		•	•	
— Rear back light, power-sliding (Quad Cab and Mega Cab only) (not available with rear defroster)				•/P		•
<b>ENTERTAINMENT SYSTEMS</b>						
DVD VIDEO ENTERTAINMENT SYSTEM (VES®) — (N/A with sunroof on Quad Cab; N/A on Regular Cab)				0	0	0
RADIO						
— AM/FM/MP3 stereo radio with 6-disc in-dash CD changer and 7 Premium speakers			0	0	0	0
— AM/FM/MP3 stereo radio with in-dash 6-disc CD changer, integrated DVD-based GPS Navigation System with 5.8" display screen includes Premium speakers (included with Navigation Convenience Group)			0	0/P	0	0
— SIRIUS® Satellite Radio included with TRX4® Off-Road Group	0	0/P	0	•	•	•
— UConnect® Hands-Free Communication System, included with Navigation Convenience Group, includes auto-dimming rearview mirror			0	0/P	0	•/0
RADIO CONTROLS — Steering wheel-mounted (must have radio RAQ, REC, or RAK with leather-wrapped steering wheel) (included with Popular Equipment Group, packaged with 7 Premium speakers)			P	P	P	P
<b>SAFETY AND SECURITY</b>						
AIR BAGS — Supplemental side-curtain	0	0	0	0	0	0
BRAKES						
— Power-assisted 4-wheel disc (with RWAL: 1500 Regular and Quad only)	•	•		•		
— Power-assisted 4-wheel antilock disc std. on all Mega Cab and 2500/3500 models (included with ESP system on 1500 Regular and Quad Cab)	•/P	•/P	•	•/P	•	•
ELECTRONIC STABILITY PROGRAM — ESP (includes ABS, traction control, Brake Assist, Hill Start Assist, Electronic Roll Mitigation and Trailer Sway Control) N/A on Mega Cab or 2500/3500 models	0	0		0		•
REMOTE KEYLESS ENTRY — Controls for power door locks, illuminated entry system, panic alarm, includes 2 transmitters (included with Power and Remote Entry Group (fleet only package))	P	•	•	•	•	•

PACKAGE DESIGNATIONS	A	B	F	G	P	H
ST REG/QUAD	SXT REG/QUAD	SXT MEGA	SLT/REG/MEGA/ BIG HORN/QUAD	POWER WAGON	REG/QUAD	LARAMIE QUAD/ MEGA
<b>SAFETY AND SECURITY (CONTINUED)</b>						
REMOTE START — Must have gas engine with automatic (included with 5.7L/auto transmission on 2500/3500)						
P				0	0	•/P
SECURITY ALARM — (Included with Popular Equipment and Nav. Convenience Groups)				0/P	0/P	•
<b>PACKAGE GROUPS</b>						
CHROME EDITION GROUP — Includes chrome exhaust tip, chrome fuel filler door, chrome tubular side steps and rear wheel well liners	0	0		0		0
HEAVY-DUTY SNOWPLOW PREP GROUP — 2500/3500 Regular and Quad Cab models only. Includes transfer case skid plate, 160-amp alternator and 750-amp battery (with HEMI V8 only) (requires Trailer Tow Group)	0	0		0		0
LIGHT GROUP — Includes switchable dome lamp, glove box lamp, cup holder lamp, ashtray lamp, underhood lamp, illuminated vanity mirrors, auto day/night mirror (included with Navigation Convenience Group) (optional with Sport Group only)			0/P	0/P		
NAVIGATION CONVENIENCE GROUP — Includes Light Group, security alarm, UConnect and 6-disc navigation radio				0		
POPULAR EQUIPMENT GROUP — Includes 'P9 seats and speed control (on A package), (for G and P packages) includes 'M9 seats, overhead console with trip computer and HomeLink®; security alarm, sun visors with illuminated mirrors, rearview auto-dimming mirror, glove box/ashtray and underhood lamps, front dome lamps with on/off switch, 7 Premium speakers, leather-wrapped steering wheel with remote mounted audio controls	0			0	0	
PROTECTION GROUP — 4x4 models only (includes tow hooks and skid plates)	0	0	0	0		0
SINGLE REAR WHEEL GROUP — 3500 HD only. (Includes 11.5" axle, 9900-lb GVWR, clearance light delete.) Standard on Quad Cab Short Box models; optional on Mega Cab and Quad Cab Long Box Models. N/A on Regular Cab Long Box models	•/0	•/0	0	•/0		•/0
SNOW CHIEF PLOW PACKAGE — 2500 4x4 Regular and Quad Cab models only. Includes unique box side reflective decal, 160-amp alternator, transfer case skid plate, 750-amp battery, antispin rear axle, cab clearance lamps, LT245/70R17 tires, SXT and SLT receive vinyl flooring. Must have gas engine	0	0		0		0
TRAILER TOW GROUP — Class IV hitch receiver, 7-pin wiring harness and 750-amp battery (standard on 2500/3500 Mega Cab)	0	0	0/•	0/•	•	0/•
TRX GROUP — 265/70R17 OWL on/off-road tires, and unique TRX decal (only on 4x2 models; N/A on Quad Cab long box models)	0					
TRX4 OFF-ROAD GROUP — Includes antispin differential, tow hooks, skid plates for t-case and front suspension, TRX4 Off-Road decal, fog lamps, SIRIUS Satellite Radio, 265/70R17 OWL on/off-road tires, (fuel tank skid plate for 2500 models) (only on 4x4 models; N/A on Quad Cab long box models)	0					

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#### infinity

infinity Sound Systems is a high-quality global audio brand, providing musical accuracy and legendary speaker innovation. An industry leader in Audio Technology, Performance, and Design.

#### LIFETIME POWERTRAIN WARRANTY

The 2008 Ram includes a Lifetime Powertrain Limited Warranty. No deductible. Non-Transferable. Not available on SRT, diesel vehicles, and certain fleet vehicles. See dealer for a copy of limited warranty and details.

#### 3/36 BASIC LIMITED WARRANTY

All Dodge vehicles are covered by the Chrysler 3-year/36,000-mile Basic Limited Warranty. See dealer for a copy of this limited warranty. Excludes normal maintenance and wear items.

#### 5/100 DIESEL ENGINE WARRANTY

The Turbo Diesel engine for Dodge Ram is protected by a separate Diesel Engine Limited Warranty, covering the engine for 5 years or 100,000 miles, whichever comes first. See your Dodge dealer for complete details.

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